DIRECTOR
FOR FIELD PUBLISHERS

Sound Machine Hours to Date, 41,284 | January, 1936 | Publishers' Hours to Date, 962,210

Advertising Feb. 23 Lecture
Around-the-Globe Hookup Being Arranged

Advertising Record Prepared

Brother Rutherford to Address the World Again, by the Lord's Grace

A three-day local convention is being arranged for in southern California, at Los Angeles, the dates being February 21, 22 and 23. All meetings will be held at the Shrine Auditorium. On Sunday, the 23d, by the Lord's grace, Brother Rutherford will again send forth Jehovah's message to the ends of the earth through the facilities of broadcasting stations, radio beams, telephone lines and every other means that will carry voice to all parts of the world.

Every means possible will be used to ADVERTISE the lecture "Separating the Nations". Brother Rutherford has seen to it that a special 12-inch 78-r.p.m. record was prepared so that announcement could be made far and wide of this important message. It is to be used on sound cars, PTM machines, as well as phonographs. Where a radio station will broadcast it FREE it can be loaned to them; or if the station will use it often enough at no charge whatsoever, let them have one to run as often as they like. Radio folders will also be consigned, so the people will know where to tune in.

Since this record is for advertising the broadcast of February 23, it will be given to each one free who owns a sound equipment or phonograph upon the promise to use it at least 7 times a week between now and February 23 to advertise a lecture of world-wide interest. It should be used as often as possible. A letter was mailed to all companies, sharpshooters, pioneers and auxiliaries, requesting them to order the number of these 12-inch records (78-r.p.m.) that they will use 7 times a week. On the return of this order signed the records will be shipped to you. Please give this immediate attention, so that you can begin to advertise this lecture of world-wide interest to the glory of Jehovah's name and kingdom.

Every one of the anointed and of the great multitude, we feel sure, is thrilled with the prospect of another event similar to that when the lecture "Government" was delivered to the ends of the earth in no uncertain terms. Let us make it possible for even more people to hear this than ever before.

When you receive your shipment of records which you will order, then advertise! ADVERTISE!! ADVERTISE THE KINGDOM!!!

Check Sound Equipment Before Using

Needle Changing Essential

Transcription leaders and all persons operating sound equipment, which includes sound cars, phonographs and P.T.M's, should see to it that the turntable revolves at the proper speed. A careful check of this should be made by actual count for three minutes. This cannot be overstressed. In three minutes the transcription machines which are used to run the 16-inch discs should revolve 100 times, which is 33⅓ r.p.m. The phonographs should be set at a speed of 78 r.p.m. Please be careful in this regard and check your machines NOW and when used.

It is further very essential that the needles used on transcription machines and phonographs be changed after the running of each lecture. In other words, use a needle for only one side of a disc, whether the disc is 4½ minutes or 13½ minutes. Please keep this in mind, as some of the brethren have been negligent in this, and it is a reflection on the truth and the Kingdom which we are advertising, to reproduce these lectures in an unsatisfactory manner.

Many are inclined to be negligent because they think it is the Lord's business and he will overlook their mistakes. Remember, efficiency is very essential in the Lord's work. It would be well for each individual listening to these lectures to remind the operator of any defect in the reproduction, so that the speed of the turntable might be checked and needles changed. *Don't be careless with the Kingdom interests!*

Do You Get Subscriptions?

The publishers who are carrying to the people the message of Jehovah's kingdom well know the necessity of continually receiving and assimilating Jehovah's gracious provision for their instruction and well-being through the *Watchtower* magazine. They cannot get along without the *Watchtower* themselves; why should they not give others to whom they witness the opportunity to obtain this most important periodical, the official publication of Jehovah's people on earth?

The publishers should present the *Watchtower* magazine to the people, and, to the same extent, *The Golden Age*. The definite contact with the organization, which is necessary to those of the great multitude, can be more firmly established by *The Watchtower* and *The Golden Age* coming regularly to the homes of all interested.

"The King" Testimony Period
"Loyalty" and 2 Colored-Cover Booklets

New Record, "Flag Saluting"

Use Along with *Loyalty*

Brother Rutherford's message to Jehovah's witnesses and companions contained in the Calendar for 1936 is so much to the point that we feel it should be repeated in the first *Director* of the year 1936, which directs the activity of "THE KING" TESTIMONY PERIOD, February 1-9.

"Jehovah has declared his purpose to have his name made known throughout the earth immediately preceding Armageddon. The anointed and the Jonadabs must continue the work with unfaltering zeal. Henceforth the battle cry is: 'FOR JEHOVAH AND FOR GIDEON.'

"Tormented by the message of truth, and eager to rid themselves of the 'annoyers', the enemies are growing desperate. It appears that conditions may soon induce them to say to each other: 'Peace and safety.' Then look for the Lord to take positive action."

To what extent the enemy is tormented by the message of truth, the Lord has been pleased to reveal to his people by giving them an understanding of the Samson picture. These pictures also indicate the Lord's approval and blessing upon the 'tormenting' work done by his people. This inspires each and every one of us to greater zeal and faithfulness in doing with our might what our hands find to do.

FOR "THE KING" TESTIMONY PERIOD the Lord has provided us with a most 'annoying' message to his enemies and a most instructive and comforting message to the people of Jehovah, in the booklet *Loyalty*. What was intended by the enemy to be a trap and a snare to the Lord's people has turned out to be a boomerang, in that it provides such a wonderful opportunity to demonstrate that all allegiance belongs to Jehovah God—loyalty belongs to God first, last, and all the time.

The importance of making this message available to every person in your territory must be obvious to all. Therefore *Loyalty* and two colored-cover booklets should be offered in every home. This campaign actually starts January 1 and continues for the three months of January, February and March, with an extraordinary effort put forth during "THE KING" TESTIMONY PERIOD, February 1-9.

Brother Rutherford has just recorded on a disc the lecture "FLAG SALUTING". This record can be used on transcription machines operating at 33⅓ r.p.m. As soon as this disc is prepared it will be furnished to all those operating sound cars and portable transcription machines. This record should be used as fully as possible throughout the entire United States. These records will be sent you as soon as they are manufactured. When you receive them use them extensively, especially during the three-month booklet campaign with *Loyalty* and two colored-cover booklets. Let Jehovah's witnesses present their side of the issue by "word of mouth" and printed page.

These are days of real war. Jehovah by His grace turns the weapons of the enemy upon themselves. In fact, he places those weapons in the hands of his anointed to be used to the torment of the enemy and the glory of God. With these direct evidences of the Lord's leadership and care, who can withhold their hands now? not the anointed nor their companions, who, by God's grace, will hail the King and speak of his glory, using such instruments as he provides. We are to do this in spite of the Devil, in spite of the Devil's agents, in spite of inclement weather or any other hindrance that may strive to obstruct our path.

Let our slogan, therefore, during this special period, be "Hail the King", and make it "THE KING" testimony period in reality.

Grouping Orders

Pioneers in large cities associated with companies and not ordering 100 pounds of literature should give their order to the company director, so that he may send it to the Society along with his order, and in this way the two shipments can be made as one, which will save considerable on freight, as we must pay for 100 pounds whether we ship it or not. Pioneer cartons will be marked for them. Two or three pioneers in a group should also send their orders in together in the same envelope, so that the Society can save this money.

Divisional Campaigns

The November *Director* set out the dates for the divisional campaigns for the coming year and requested the divisional leaders to take this matter up with the division immediately, ascertain the points where they want these campaigns on the dates mentioned, and to advise the Society. To date we have heard from only a few divisional leaders regarding these campaigns. Please act on this as soon as possible and advise us, so that the points decided upon may be approved and preparations be made for these campaigns.

"Loyalty" Three-Month Witness

Certain Booklets to Be Used with It

Please Order Them Now

Sound Equipment Will Play Big Part

With the close of December the special offer of three bound books on a contribution of fifty cents ends. This, however, does not mean that the brethren will quit placing bound books. The Kingdom message in this form should be left with the people as usual, a book on a contribution of 25c. The activities of the three months of January, February and March will lay special stress on the placement of booklets, including the new and important publication *Loyalty*. What a three months to look forward to! With a lecture on "Flag Saluting" for the sound equipment, and the *Loyalty* booklet, we are well prepared.

Loyalty is to be included in every combination of literature placed during these three months. When you leave bound books, or booklets, or both, include *Loyalty*. It is to be placed, together with any two colored-cover booklets, on a contribution of ten cents. Alone, the *Loyalty* booklet may be left on any contribution of less than ten cents, or without contribution, at the discretion of the publishers.

As an aid to the brethren, a testimony card is enclosed with this *Director*, which can be used with the combination of three booklets, *Loyalty* and two colored-cover booklets. A combination of six booklets on a contribution of 20c is a suggested attractive offer, and may be used during these three months if desired. In such a combination there are to be included first of all *Loyalty*, and in addition four colored-cover booklets, and one of the booklets *Government, Who Shall Rule the World?* or, if you have any left, *Truth: Shall It Be Suppressed?* or *Prosperity-Famine* may be disposed of in this manner. In other words, on a contribution of 20c place two self-covered booklets and four colored-cover booklets.

Shipments of booklets and other literature to companies, pioneers, auxiliaries and sharpshooters are very heavy at this time, and have been for the past month, a large quantity of the booklets *Loyalty, Righteous Ruler, Escape to the Kingdom, The Crisis, The Kingdom the Hope of the World, World Recovery, Intolerance, Angels* and *Dividing the People* having been added to the regular orders from the field, these consignments sent only to those who sent in regular orders for other literature.

Now, here is something you must remember, and do it right away. Place an order with the Society for *Loyalty* booklets and any of the above-mentioned booklets you can use during the next three months. Get plenty, because reports are that the three on a contribution of 10c are going very well. Please do this. If you do not have a supply of *Loyalty*, place an order TODAY! and mark on the order what other booklets you want to use in the three-booklet combination.

New Radio Folders

Five-Minute Programs Should Be Advertised Extensively

There is enclosed with this *Director* a sample copy of the new radio folder, which is now ready for shipment. Please order your supply.

These folders are numbered on the last page, 1, 2, 3, and 4. The one enclosed with this *Director* is the Number 1 folder. There are 70 different stations carrying this new series of three five-minute talks. Your present folders can be used until January 11; then you should start using the new ones. Distribution of these folders can begin in the early part of January, as the first program of this new series is January 19. These five-minute lectures will undoubtedly arouse much interest on the part of the great listening audience, and as responses are received notice of the interested persons will be forwarded to pioneers, auxiliaries, companies and sharpshooters for the purpose of making back calls. In every instance where back calls are to be made phonographs with records should be taken. These back calls will be another service for the people of good will. Show them that many Bible questions can be answered at their own home by this means if they so desire. If the party is really interested, be sure to arrange a second back call, and if you believe it advisable you might leave a phonograph and set of records with them for a few days or a week until you can call back again, asking them to invite their friends and neighbors to listen and study these lectures. Also have them report to you (on your return) the attendance and the number of hours the phonograph is used. It is a great privilege to contact the great multitude and to aid them to see and appreciate Jehovah's organization.

"The sluggard will not plow by reason of the cold."

That is the text on the January date pad of the Calendar for 1936.

Let each individual publisher make his or her arrangements to have as large a personal share as possible. Let the service directors and others of the local company and sharpshooter organizations plan the territory for efficient winter service, and lead in the field. The first three months of 1936 should be a real success from that standpoint of individual participation.

No. 20 Bibles

There are left a few small Bibles on hand, the size of which is $5\frac{5}{8}$" x $3\frac{7}{8}$" x $1\frac{1}{2}$". If any of the brethren desire them they can be had at 25c each; by pioneers, 15c; by auxiliaries, 20c. These may be placed with the public at 25c in combination with other literature. Please order them along with other literature.

The *Director*

All interested ones in sharpshooter and company organizations should be furnished with each issue of the *Director;* and to accomplish this some companies and sharpshooters will require more copies of the *Director* than the number they are now receiving.

Any companies or sharpshooters at present receiving too many or not enough copies of each issue of the *Director* should advise us, letting us know just how many to send, so that the proper change can be made in our records, and the proper number sent.

Reports Are Very Necessary

They Must Be Accurate

Each Publisher Should Read This Carefully

Report Jonadabs

Our attention has been called to the fact that some of the service directors and sharpshooters are failing to include in their monthly reports the activities of Jonadabs who put in only a few hours a month in the service, claiming that if such activities were included the average hours per publisher for the group would be lowered. The instructions in regard to reporting field publishers are as follows: "Report the total number of different individual publishers taking part in the door-to-door service with the literature *one* or *more hours* during the month." In view of these instructions, if some Jonadabs put in one or a few more hours in the field service during the month, the service director or sharpshooter should be sure to count and report these as active field publishers for that month. This also applies to juveniles having a share in the witness work. It is true that at first the average hours per publisher for the group will be lowered somewhat, yet the activities of the older and more experienced publishers should tend to offset this. Jonadabs beginning in the service naturally do not put in full time the first month or two of service. However, after a short time Jonadabs contribute as much time to the field service as do a majority of those of the remnant, and this in the end materially aids the company's quota. Jonadabs are beginning to come, and every provision should be made to aid them to become and serve as field publishers of the Kingdom. Pioneers and auxiliaries in isolated territory having Jonadabs occasionally join them in field service and who have not enrolled with the Society for service under the sharpshooter arrangement should report those occasional activities separately to the Brooklyn office. Briefly report on a separate sheet of paper the number of books and booklets placed, number of publishers, hours of service, and obtainers. Send such Jonadab reports along with your monthly report to the office.

Sound Car Reports

Since there are now several hundred sound cars in operation throughout the country, it seems well at this time to briefly review sound car report instructions. Pioneers and auxiliaries owning and operating their own sound cars should report their sound car activities direct to the Society on their regular pink report cards. Individual company publishers owning their own sound car and located in company or sharpshooter territory should regularly report their sound activities to the service director or sharpshooter with whom associated, who in turn will report these activities direct to the Society each month. Activities of company-owned sound cars will, of course, be reported by the director or sharpshooter. In cases where two or more companies or sharpshooter arrangements jointly own sound cars, each company or sharpshooter should report their own activities with the sound car during the time they use it in their own territory. Where a division owns one or more sound cars, these activities should be reported separately by the divisional leader direct to the Brooklyn office, and not by the companies in whose territory they were used. If pioneers operate company or division sound cars, the pioneers should note on the bottom of their report card the number of hours spent with the sound equipment, even though the actual report for the sound car will be made by the divisional leader or service director.

TIME: Where a sound car is being used continuously in a territory, report the time from your first setup (sound meeting) to your last setup. If you gave twenty short lectures at twenty different places in a certain area of territory and it takes you five hours from the first setup to the last one, report FIVE hours of sound service instead of the actual time it took to play the 20 records.

ATTENDANCE: Sound car attendance, in almost every case, has to be estimated. At each setup or sound meeting a reasonable estimate should be made of the number of persons having had their attention called to the Kingdom message broadcast by the sound car. The estimate should be conservative; and actual count should be made if at all possible.

The sound car, more than any other instrument at our disposal, arouses curiosity and creates interest in the Kingdom message in an informal way. To be effective the sound car program should be well organized, and carried on in intimate conjunction with the publishers doing the house-to-house witnessing. Experience shows that sound cars can be effectively used during the winter season as well as during the summer. All sound cars and other equipment should be kept busy, and accurate and prompt reports made to the Society each month as outlined above.

Remember to report attendance at all sound machine meetings, phonograph, transcription machine and sound car meetings, as well as reporting the number of machines and the hours of sound machine activity.

Rates on Literature

Some of the brethren have written in asking to be advised what credit is to be allowed the company publishers, pioneers and auxiliaries on the three-bound-book combinations placed during the month of December.

Pioneers are receiving literature at the minimum rate now; consequently there will be no credit to them.

Auxiliaries will be credited 18c on each combination, or 6c on each book placed in combination.

Company publishers will be credited 15c on each combination, or 5c on each book placed in combination, during December.

Literature for the Blind

It is well for brethren who contact blind people to have in mind that the Society has literature on hand in the Braille language for these people. The address of the Branch for the Blind is Watch Tower Bible & Tract Society, 1210 Spear St., Logansport, Ind.

Please keep in mind always, when requesting literature for the blind as a loan, to be sure to give the name of the blind person for whom it is requested, as the postal law requires that literature for the blind be sent in the name of a blind person in order to go through the mail free. It may be sent in care of anyone to any address, but to go free of postage the name of a blind person must appear in the address.

HERE IS A GRAND SURPRISE!

DIRECTOR

FOR FIELD PUBLISHERS

EXTRA January 15, 1936 EXTRA January 15, 1936 EXTRA

You Can Attend Los Angeles Convention Without Traveling Far

Ten Cities Connected by Direct Wire

You Will Hear Brother Rutherford's Two Lectures

15,000 Expected to Attend Joint Conventions

Of course we were all pleased to learn that there is to be a convention in southern California February 21 to 23 inclusive. Our big question was, How were we going to get there? Jehovah through his organization now has arranged and makes it possible for at least 15,000 or more of those associated with Jehovah's organization to attend this Los Angeles convention; and this is how it can be done:

Two-day conventions, Saturday and Sunday, February 22 and 23, are now being arranged in the following cities:

Baltimore	Kansas City
Birmingham	New York
Boston	Pittsburgh
Chicago	Toronto
Cleveland	

The Lord's people in these areas will be able to attend these conventions. In the United States, have in mind that Saturday, February 22, happens to be a holiday in honor of some man. You can take advantage of this day and be away from your secular work and be at the convention at Los Angeles, or else at the convention via New York, Chicago, or some other of these nine points. A direct telephone connection and public-address system in each hall will be installed between the above points and the Shrine Auditorium, and at 12 o'clock noon Pacific Standard time, the lecture "SEPARATING THE NATIONS", by Brother Rutherford, will be brought direct to the auditoriums in these nine cities. Wide advertisement of the public meeting, inviting the people of good will to attend, will be made in these cities and in Los Angeles. Again at 4 p.m., Pacific time, it is expected, by the Lord's grace, Brother Rutherford will address the convention assembled at Los Angeles, and the proceedings of the convention from four to six o'clock will be brought to these other convention points by direct wire from the Shrine Auditorium. This message everyone will be anxious to hear. Isn't this a marvelous arrangement! The Society is furnishing speakers from Brooklyn to serve these local assemblies on Saturday and Sunday, thus arranging at each city a convention identical to that of Los Angeles. You are going to attend, aren't you?

What a grand surprise this is, in the midst of the great fight against the Devil's organization, at a time when the Catholic Hierarchy and the other instruments of Gog are bending every effort to stop the witness work and persecute the witnesses! Jehovah through his organization now arranges a short season in which aid and comfort will be brought to his people in convention assembled throughout the United States and Canada. The importance of these conventions cannot be overstated. Every large convention has had the manifest blessing of the Lord and, in every instance, has directed his people as to the course of action they should take in the furthering of the Kingdom interests. To receive this firsthand, direct from the assembly of Jehovah's witnesses in Los Angeles, will be a blessing never before experienced. Those who will be privileged to attend the Los Angeles convention will know that their brethren everywhere in the United States are assembled with them in this glorious occasion. Again Jehovah demonstrates how that unity of his people is brought about.

Great crowds should be at these ten points and participate in the privileges of service extended to them. Make your arrangements now, so that you will be in Chicago, Boston, Los Angeles, or other of these convention cities, arriving Saturday morning, ready for the field work, or, if possible, be there Friday night.

If you are going to Los Angeles, have in mind that the convention opens there on Friday, the 21st.

The records advertising the lecture "SEPARATING THE NATIONS" will be extensively used in these cities as well as throughout all the country. Announcements inviting people to the public meeting place will be made through the microphone. Special handbills will be printed and distributed throughout the city, and hundreds of thousands invited to attend. The visible audience of Brother Rutherford assembled in these ten halls will probably be more than 30,000 persons. What a public meeting! Everyone of God's organization will want to be there and will want to be instrumental in having other people be present at this public discourse. This really will be a season of rejoicing!

What bountiful blessings Jehovah has in store for us cannot be imagined, for here again comes a grand surprise, unexpected, almost bewildering at first thought. Just imagine being at the Los Angeles convention, receiving all the blessings that the convention will afford, and traveling only a few hundred miles at the most, to enjoy its blessings and be associated in the great witness for Jehovah. What a mighty shout will be made for Jehovah and for Gideon during this united assembly of Jehovah's publishers!

Advertising "Separating the Nations"

Brother Rutherford to Talk to the World

Arrangements Being Made for Them to Hear

They Must Make the Choice

So let's advertise! Every means of advertising the public lecture, "SEPARATING THE NATIONS," which Brother Rutherford will deliver, by the Lord's grace, at noon, February 23, is being used. First of all, we have the unique means of advertising this lecture, the first time by any people, the use of a phonograph record to be amplified through the sound equipment with which most of the brethren are now supplied. These records are being shipped out now, and should be used constantly until noon February 23, Pacific Standard time, and (according to location) later in other time zones.

Be sure to include the number of hours this advertising record is used, and the attendance, in your monthly report of sound machine activity.

Additionally, there will be millions of radio announcements consigned to the various companies and sharpshooters, as well as to pioneers and auxiliaries, these to be distributed advantageously, and, wherever possible, placed in the hands of the people, making special mention to them of this broadcast and leaving with them the reminder, the radio folder. In making the consignments to the large cities, the supply will be sent to the director, and the pioneers and auxiliaries will receive their supply through the director.

Numerous other means will be used to advertise this lecture, such as signs painted by the brethren, setting out the title of the lecture, the speaker, Judge Rutherford, the time and the radio station over which they may listen, or the auditorium at which they may attend. There are many bulletin boards in railroad stations in the smaller communities, and on these boards should be tacked the radio announcement or some other announcement that will advertise the February 23 chain broadcast. You might post on these boards the back cover of *The Golden Age* No. 425 or the back and front of the radio folder. The attractiveness of such posting can be enhanced by pasting a bright red paper border around the edge of the page after the page is pasted on. Everywhere bulletin boards of this nature can be found in various public places, such as ferry houses, bus stations, community centers, rural post offices, general stores in rural sections. All such boards are frequently consulted by local residents and travelers, and thus afford an excellent means of giving notice to persons while waiting at such places.

Remember, too, that during the broadcast of the lecture each sound car should be equipped with a radio and connected with the sound car equipment and thus the lecture taken off the air would be sent forth to the largest audience possible.

Keep in mind that all this advertising must be done early in February and that an extensive witness must be given in your own territory. Then on to the convention in your locality to begin anew a thorough advertising campaign and give the witness of the Kingdom to millions more people.

NOTIFY YOUR FRIENDS

in England, Ireland, Scotland, Wales and Other Countries

Those in the United States who have relatives and friends in the British Isles will do well to write each one immediately, telling them to watch for local advertisement of the auditorium where the speech by Brother Rutherford can be heard Sunday evening, February 23. On that day, between 8 and 9 p.m. (London time) the entire program will be delivered by wire and wireless tele-

(*Continued on page 2, column 4*)

Glorious Midwinter Campaign

Let's Show Our Zeal for "The King"

Loyalty and Two Colored-Cover Booklets Will Aid in Advertising "Separating the Nations"

Are You Putting in Your Fifteen Hours?

The arrangements as they proceed from time to time are really remarkable; and we know it is the Lord's direction. The *Loyalty* booklet was furnished to his people for wide distribution. The issue is clearly drawn, whether to be loyal to a superior power or to THE SUPREME POWER. Now announcement is made of "SEPARATING THE NATIONS". Again the issue must be raised as to the question of LOYALTY. Therefore, in the distribution of the announcements of "SEPARATING THE NATIONS" there will be used, during January and February, the booklets *Loyalty* and *Dividing the People*, *World Recovery*, or any other two colored-cover booklets, such as *The Crisis*, *Intolerance*, *Righteous Ruler*, *Escape to the Kingdom*, *Angels*, and *The Kingdom*.

Right in the midst of this midwinter campaign comes the special testimony period, "THE KING," February 1-9. This period will be an excellent opportunity to put forth a special effort in the field, advertising the February 23 broadcast. Every publisher should be equipped with plenty of territory, plenty of literature, and a good supply of radio folders announcing the lecture "SEPARATING THE NATIONS". The P-Special record should be used as often as possible, not only over the large outdoor sound equipments, but also in private homes and at transcription meetings.

This campaign comes in the coldest season of the year; but are Jehovah's publishers going to slack their hands? No, not for a minute. They are determined to give a greater shout than ever for Jehovah and his anointed King; and the special events in February will aid in this. There is a lot to do. The last two years, during the cold season we had petitions to circulate. Two and a half million signatures were obtained each time in just a short period. Now in the winter months the privilege is extended to us of advertising a world-wide broadcast and the distribution of a very important message as set out in *Loyalty* and other booklets. Of course, there are conditions over which some of us do not have control, and therefore in some cases the hours may fall below 15: sickness, business or other matters might interfere. But let's see if we can overcome some of these interferences and get our average up to 15 hours a month. Those who can, do more! Remember, all our work is unto the Lord.

During the three months' campaign, January, February and March, with three booklets on a contribution of 10c, if each one tries to put in 15 hours a month there should be placed between a million and a million and a half of these booklets each month, and between four and five million booklets in the three months. In previous years we got around two and a half million signatures, besides placing literature. We are now privileged to advertise a public talk and place literature on a contribution of 10c; and it is very likely, with the increased interest in the Kingdom, the enthusiasm and zeal for the work that is ahead, and the blessings in store, the publishers will surpass the four million mark for three winter months. We will try; won't we? For your information: Nearly three million copies of the booklet *Loyalty* have been shipped out already. The orders are still heavy, and if you don't have yours it is because you haven't ordered them. The factory is just able to keep up with the orders on *Loyalty*, but if you order more than we can make by day the factory will start working by night also. This the brethren are pleased to do.

Convention Cities Are Busy Now

Many Things to Arrange for Your Convenience

Each company publisher associated with the organization in the city where these conventions are being held should volunteer his services to the director, to be used in any capacity whatsoever in making arrangements for these conventions. In each of the cities it will be necessary to build up an organization particularly for these two days. The following things are necessary to be done and will be cared for by the various organizations:

1. Hall accommodations.
2. Territory assignments.
3. Use of sound equipment throughout the entire city.
4. Billboards or signs for cars.
5. Distribution of the handbills.
6. Cafeteria arrangements.
7. Rooming accommodations.
8. Book room.

In fact, for any other details that are necessary, committees can be provided to attend to each of these matters. Each company in these ten cities will be rushed. They will be busy with plenty of work; but isn't it worth it? From now until the 23d of February effort should be made to widely advertise the Sunday meeting, at which time Brother Rutherford will bring to them a message, "SEPARATING THE NATIONS," that they should hear. The publishers of the Kingdom are going to make it possible for them to hear. Prepare now for a blessed convention.

The Witness in the Ten Cities

Their Organization

Prepare to Go Now

Take Literature and Sound Equipment with You

Every individual should want to have a part in making the convention a success. The various cities in which the associate conventions of Los Angeles will be held should make careful preparation for the convention and the advertising of the public meeting. These nine cities are arranging for halls ample to care for the conventioners as well as sufficiently large for the public meeting. The companies at these cities are also making arrangements for cafeteria service, which will be a convenience to the brethren. Rooming accommodations are being prepared for everyone to stay in the city Saturday night, and, if necessary, Friday night. Requirements should be set out specifically in a letter, and the letter addressed to the director in the city where you will attend. The addresses are set out below:

LOS ANGELES: C. V. Knemeyer, P.O. Box 755, Vernon, Calif.

and

BALTIMORE: Henry A. Rheb, 3246 Keswick Road, Baltimore, Md.

BIRMINGHAM: X. D. Best, 8604 Division Ave., Birmingham, Ala.

BOSTON: H. L. Philbrick, 31 St. James Ave., Boston, Mass.

CHICAGO: J. C. Watt, 1139 N. Dearborn St., Chicago, Ill.

CLEVELAND: W. E. Brusman, 15202 Elderwood Ave., E. Cleveland, Ohio

KANSAS CITY: T. A. Townley, 1317 East 31st St., Kansas City, Mo.

NEW YORK: Grover C. Powell, 124 Columbia Heights, Brooklyn, N. Y.

PITTSBURGH: Pittsburgh company of Jehovah's witnesses, 907 Middle St. N. S., Pittsburgh, Pa.

TORONTO: Watch Tower, 40 Irwin Ave., Toronto 5, Ont., Canada

Those who desire can bring with them the convention literature, which will consist of a supply of the *Loyalty* booklet and two colored-cover booklets, any two of the following: *Dividing the People*, *The Crisis*, *World Recovery*, *Angels*, *Intolerance*, *The Kingdom*, *the Hope of the World*, *Righteous Ruler*, and *Escape to the Kingdom*. If you do not bring literature with you, there will be an ample supply in stock at the convention hall, at company rates only. Pioneers and auxiliaries should bring their own literature, as there will be no stock at pioneer or auxiliary rates. All should see to it that they get a good supply of announcements for the public meeting on their arrival, as it will be necessary to distribute these during Saturday and Sunday. A tremendous witness should be given in each of these ten cities, and each of them should have sufficient territory for several thousand publishers to be active at least three hours each day. The publishers for these two days should average no less than five hours in the field work, and the directors of the various cities are so arranging the territory as to keep the publishers busy for this period of time. Remember, these cities should know that Jehovah's witnesses are in town advertising a lecture of the greatest importance to the nations of earth.

Every publisher is to make a report of field service at the convention to the captain of the group with whom he witnesses or, if witnessing alone, report direct to the convention. The group captain will make one report to the convention for the group, at the territory assignment booth. All publishers are to make an additional report to their home company. The director of each company or sharpshooter arrangement should be sure to get these reports from the publishers on their return from the convention and include them in his monthly report. Pioneers and auxiliaries to also include their convention field service report in their monthly report to this office. This in addition to their report to the convention captain. The same procedure applies to sound equipment reports.

All companies that have sound equipment should use it extensively in their own territory up to and including Friday; and if this sound car can be brought into the vicinity of the public meeting it should be done, bringing your records with you. Signs will be prepared in the various cities for the sound trucks, pointing out the convention hall, the time and place of meeting, as well as the subject of the lecture. Each company having sound equipment that they expect to take to the convention with them will please notify the director, so that he will know how many equipments will be in town, and can assign territory along with the witnesses.

Come prepared for cold weather, rain, snow or sleet. The time is set for the witness, and it is necessary that the witness be given. The separating of the nations will be accomplished. Jehovah has extended the privilege of bringing this information to the peoples of the earth. It must be done in a big way. What a privilege we have in advertising it!

Order Your Autographed Copy of "Riches"

New Book Ready February 1

Jehovah in his gracious provision has once more provided his people with a new publication, this time a clothbound book of 384 pages. The title of this new book is *Riches*. Every one of the anointed and Jonadabs will want to read it, absorb its truths, make them his own, and then, when the time comes, have a share in the distribution of this publication to the people of good will. On February 1 the book will be released, and the only copies that can be had for some time will be the autographed edition.

A letter appears on the first page, from the author, Brother Rutherford, to all the publishers of the Kingdom. Each one of the publishers will want the book in which this letter is reproduced, for it is a message to you personally.

The initial expense of publishing *Riches* obliges the Society to ask a contribution of 50c a copy, as this edition is limited in its number. Brethren associated in groups can place their order with the stockkeeper and he can in turn order the total number at one time. However, the autographed edition of *Riches* will be mailed anywhere to individuals on a contribution of fifty cents. We know that since this announcement was made in *The Watchtower* you have been looking forward to its release and all are anxious to get it, read it, and enjoy its truths.

(*Continued from page 1, column 4*)

phone, direct from Los Angeles, to conveniently situated public auditoriums at more than thirty principal cities throughout Great Britain. Also suggest that your friends write to Watch Tower, 34 Craven Terrace, London, W 2, England, for special invitation announcement, giving name and address of nearest auditorium.

What is true for England is likewise true concerning your friends in this country. Write them also notifying them of the ten convention cities and let them all be on the lookout for this great public meeting or inform them of the radio lecture, giving them the time, the date and the station they can hear. Notify everybody you know, everywhere, about "SEPARATING THE NATIONS".

Advertise "SEPARATING THE NATIONS"

DIRECTOR

FOR FIELD PUBLISHERS

Sound Machine Hours to Date, 56,457 | February 1, 1936 | Publishers' Hours to Date, 1,372,342

England Joins in International Convention

Los Angeles Convention Takes In Canada, England, United States

Enthusiasm Runs High

Thousands Expecting to Attend

Jehovah is a gracious giver of gifts. He constantly makes arrangements to feed his people, and now the anointed and the Jonadabs associated with his organization look forward with keen anticipation to the Los Angeles convention. Enthusiasm runs high throughout all the world now, first, because of the tremendous witness that will be given in "SEPARATING THE NATIONS" and the great effort being put forth by every individual to advertise this lecture. Additionally, Brother Rutherford not only will deliver the message of "SEPARATING THE NATIONS", but later in the day, 4 p.m. Pacific Standard time, will speak to those who have definitely taken their stand on Jehovah's side.

The convention has now assumed such great proportions that not only does it take in ten cities on the North American continent, but, because of its importance, radio telephone will carry the convention proceedings at Los Angeles to the British Isles, where there are now being arranged, if possible, conventions in ten cities throughout Britain.

What a marvelous arrangement this is! Nothing like it has ever been accomplished before, even with all the wealth and power of the Devil's organization. Only the Lord's people can demonstrate such unity and show such joy in assembling with one another, preparing themselves to be better fitted for the onward march of the Kingdom. The instructions that we shall receive through the organization direct from Los Angeles will be a joy and make glad the heart of everyone who desires to serve Jehovah's kingdom. There will be probably 20,000 to 25,000 brethren assembled at these convention cities eager to receive the food which the Lord graciously feeds his people at his conventions. Are you going to be there? Of course, there is only one answer. Conventions are so situated throughout the United States and England that all the brethren can share in this blessed occasion.

Many Avenues of Advertising in Use

February to Be Month of Real Publicity

The organization which Jehovah has formed in the earth is truly an advertising or publishing organization. That PUBLISHING is their business is really stated by the Lord in the 68th Psalm: "The Lord gave the word; great was the company that PUBLISHED it." The Lord's people have seen fit to advertise by personally meeting the people. The personnel of Jehovah's kingdom organization is one in which everyone orks and has a share in whatever method of advertising is best. The newspapers, one of the chief agencies of the Devil, have always fallen down, and it is unwise to spend any money on newspapers. However, the Lord's people have found means of more effective advertising than any other organization.

Let's consider what is available for use during February and let every one of us push forward energetically and zealously with every means at our command, to the glory and honor of Jehovah's kingdom. First, we have the special record of 4½ minutes of excellent advertising to be used on phonographs, sound cars, and radio stations that will broadcast them free. At the same time through the sound equipment announcements will be made of the radio station from which the people may tune in Brother Rutherford's lecture or of the hall to which they may come and hear "SEPARATING THE NATIONS". Then, we can paint signs and set them in our windows or tack them on our front fence, or anywhere where it is conspicuous. At all the conventions there will be placards furnished for the cars. These will drive through the city announcing the halls where the convention meetings will be held. Thousands will be in evidence a few days prior to the great assembly. With an influx of automobiles to the ten convention points in the United States there will be more than 10,000 placards conspicuously displayed, and everybody in town will know that Jehovah's witnesses are there. More than 6,000,000 announcements have been printed and consigned. These will be distributed all during February by personally calling on the people, drawing their attention to the radio station to which they can listen. In the big convention cities the announcements advertise particularly the public meeting place, and all should be invited to be there and pack them out.

Some of the brethren have found it advantageous to overprint their radio folders in brilliant red ink, particularly when some other station was added to the chain after the folders were printed. Some companies have found this advisable even though their station is listed, as it gives prominence to the local station. We leave this for your determination. Companies that have their own printing press can do this at hardly any expense to themselves. This *Director* publishes a list of additional stations which do not appear on the radio folder, so that the above-mentioned can be done in localities where it is necessary.

The greatest witness can be accomplished when a publisher personally meets the householder, gives him the testimony for the literature, and then impresses upon him the importance of the lecture "SEPARATING THE NATIONS" and of their tuning in or attending the great assembly in the city in which they live. The month of February should undoubtedly have the greatest amount of advertising ever crowded into 22 days, for it is on the 23d that everything will be set for a message that the peoples of the nations must hear. What a gracious privilege Jehovah has extended to his people to be his publishers! There is much to do, and, by his grace, it will be done.

Radio Folders Consigned

Special Records All Shipped

Six million radio folders the Society has printed for the lecture "SEPARATING THE NATIONS" have gone forward. These consignments have all been shipped. Begin distribution immediately. Your requisitions for the special record advertising "SEPARATING THE NATIONS" have also been shipped, with the exception of a few. If you do not get yours it is because all the records have been shipped out and your order came in too late. We urge that everyone who has these records use them extensively, and more so as the time draws near for the broadcast of the 23d. *Let's advertise!*

Sound Equipment No. 3

Why Not Have Your PTM Rebuilt?

Many of the brethren have portable transcription machines operating from a 6-volt battery manufactured by the Society. These can be easily transformed into the No. 3 sound equipment by the addition of a power pack and a horn which the Society supplies. Within a few weeks, it is hoped, the Society will have caught up with all its orders on sound equipment No. 3, and the remodeling of your present portable transcription machine in conjunction with the No. 3 sound car equipment can now easily be accomplished on short notice if your transcription machine is of the 6-volt storage battery type. Write the Society immediately for more particulars. The cost of this remodeling, with a microphone, is $90, or $80 if you have your microphone.

"Riches" Is Ready

Get Your Autographed Edition Now

The autographed edition of *Riches* is ready for you to read. The orders that are on hand are being shipped. You should receive them by the middle of February, at the latest. However, if you haven't ordered your copy, get it now. It is important for everyone to read this book, for it has a great blessing in store for you. You will enjoy Brother Rutherford's letter to the Kingdom publishers.

The autographed edition is being sent to anyone anywhere on a contribution of 50c. This will help cover the initial cost of plates and its preparation.

Additional Radio Stations

Here are listed stations which do not appear on the regular radio folders which have already been consigned.

Atlanta, Ga.	WATL	1190
Babson Park, Mass.	WORL	920
Baltimore, Md.	WCBM	1370
Bloomington, Ill.	WJBC	1200
Cincinnati, Ohio	WCPO	1200
Denver, Colo.	KFEL	920
Des Moines, Iowa	KRNT	1320
Evansville, Ind.	WGBF	630
Lincoln, Nebr.	KFOR	1210
Nashville, Tenn.	WLAC	1470
Portsmouth, Ohio	WPAY	1370
Rockford, Ill.	WROK	1410
Rock Island, Ill.	WHBF	1210
Sioux Falls, S. Dak.	KSOO	1110
St. Joseph, Mo.	KFEQ	680
Tulsa, Okla.	KTUL	1400
Weslaco, Tex.	KRGV	1260

Are You Prepared to Attend the International Convention?

Better Make Arrangements Now

On February 22, at nine o'clock in the morning, there should be a mighty throng of witnesses in the ten selected cities in North America and ten in England, all ready to go forward in the field witnessing for the King and the Kingdom with *Loyalty* and other booklets, at the same time advertising as never before the public meetings which are being held throughout the world. It can be anticipated that the visible audience will be well over 50,000 people at the auditoriums in the United States, Canada and England. The unseen audience listening to it by radio will run into the millions. By the Lord's grace, this globe will be encircled with a message of greatest importance to the people, and they will surely know the truth concerning the SEPARATING OF THE NATIONS. For your convenience there is set out here the name and address of the convention halls, so that the individuals attending can go direct to the convention auditoriums. There is also given the name and address to which you are to write for rooming accommodations. Make your arrangements now and do not fail to attend the international convention of Jehovah's witnesses.

LOS ANGELES, CALIF.: Shrine Auditorium.
C. V. Knemeyer, P.O. Box 755, Vernon, Calif.

BALTIMORE, MD.: Richmond Market Armory, Richmond St.
Henry A. Rheb, 3246 Keswick Rd., Baltimore, Md.

BIRMINGHAM, ALA.: Temple Theatre, 19th St. & 6th Ave. N.
X. D. Best, 8604 Division Ave., Birmingham, Ala.

BOSTON, MASS.: Jordan Hall, New England Conservatory Bldg., 296 Huntington Ave.
H. L. Philbrick, 31 St. James Ave., Boston, Mass.

CHICAGO, ILL.: Public meeting, at The Civic Opera House, Wacker Drive & Madison St. All other meetings, at the Coliseum, North Hall, 1439 S. Wabash Ave.
Chicago company of Jehovah's witnesses, 1139 North Dearborn St., Chicago, Ill.

CLEVELAND, OHIO: Masonic Auditorium, 3615 Euclid Ave.
W. E. Brusman, 15202 Elderwood Ave., E. Cleveland, Ohio.

KANSAS CITY, MO.: Carpenters' Hall, 3114 Paseo.
T. A. Townley, 1317 E. 31st St., Kansas City, Mo.

NEW YORK, N.Y.: Mecca Temple, 133 West 55th St.
G. C. Powell, 124 Columbia Hts., Brooklyn, N. Y.

PITTSBURGH, PA.: Syria Mosque, Bigelow Blvd.
Pittsburgh company of Jehovah's witnesses, 907 Middle St. N.S., Pittsburgh, Pa.

TORONTO, ONT., CANADA: Massey Hall.
Watch Tower, 40 Irwin Ave., Toronto 5, Ont., Canada.

Special Note on Records

Care should be taken to keep the records at all times away from heat. Heat will damage them, not only warping the discs, but affecting the grooves, so that poor reproduction will result. Also, the timing of the machines must be watched closely, so that the discs will not be run too slowly or too fast, which results in distortion. We have a wonderful instrument in Jehovah's provision of the recorded lectures. Let us appreciate this, and care for the equipment as well as the records, using them continually and effectively.

German Testimony Cards

There is now in stock a supply of testimony cards presenting the booklet *Government–Hiding the Truth: Why?* in German together with two other German colored-cover booklets on a contribution of 10c, the testimony card itself being printed in the German language. Any of the brethren who have use for this testimony card may order the quantity they desire and we will fill such orders as long as the cards are in stock.

Watchtower and *Golden Age* Subscription List Increasing

Let the publishers all remember to use *The Watchtower* and *The Golden Age* in witnessing to the people, in addition to the other publications. Subscriptions for either or both of these magazines should be taken at every opportunity, and there will be many opportunities if the publishers consistently bring these journals to the attention of the people. Those who have found the great value and interest of the books and booklets, and who appreciate the message therein, will certainly be glad to know of the magazines, and to subscribe if they can do so. In the regular study of *The Watchtower* there is had continual refreshing truth that is necessary to all the Lord's people, including those of "good will". In the regular reading of *The Golden Age* there is had information that is important to the anointed and those of the Jonadab class.

Carry a supply of subscription slips with you when you are in the field, and tell all interested of *The Watchtower* and *The Golden Age*, making good use of the sample copies in this manner. It is interesting to note the constant increase in the subscription list during the past six months. That is a good sign.

Here Is a Good Suggestion

"For some time we have been hindered in our placements because people have nothing with which to get books except canned fruit, their money and chickens and eggs being gone. As we have had to have cash for gas to keep in the work, I decided to try the boarding-house keepers. I explained our work, that we do not want to make a profit on fruit, but only to get out a small contribution, and therefore could let them have lovely home-canned fruit much cheaper than they could get it at the store, 25c a half gallon, without sugar; 30c a half gallon, with sugar. They were very glad to get it, and now every two weeks we drive into town with a load. Lots of them will save the jars for us. These we sell at 30c per dozen in a secondhand store.

"We find a good market at cheap hotels and boarding houses, and believe pioneers everywhere, by driving to larger towns, can dispose of all they take in. Of course, better-class hotels won't bother with it. They want uniform commercial fruits.

"We can place a book or two now in almost every home where there is any interest at all, for nearly everyone cans something for their own use. Surely the Lord keeps his promise and makes provision for those who love him and keep his commandments."—Pioneer, Ark.

Sound Equipment to Rebroadcast "Separating the Nations"

Have You Made This Arrangement?

The sound equipment is playing a tremendous part in advertising the coming broadcast of February 23, when Brother Rutherford speaks to the world on "SEPARATING THE NATIONS". Phonographs, transcription machines and sound cars are heralding far and wide the announcement concerning this lecture which is of the greatest importance to every man, woman and child on the earth. The special disc carrying the announcement of this lecture is to be used at every opportunity on every type of sound equipment, and a specially concerted effort made with this announcement as February 23 draws near. The sound cars must be used continually; this equipment should not remain idle. Time in the use of this disc, and attendance, are to be reported in the regular way.

The brethren throughout the country are certainly demonstrating the fact that just because it is wintertime it does not mean that the sound equipment must be put in storage until better weather. On the contrary, every territory assignment should be covered as thoroughly as possible with the announcement of the lecture, and the more thickly populated sections should be gone over several times if there is sufficient sound equipment available to accomplish this.

The effectiveness of the sound cars does not stop with advertising the lecture, but they are to be used in picking up the lecture at the time it is given and REBROADCASTING it over the sound equipment. Every unit having sound cars should carefully plan its activity with them, and prior to February 23 have selected locations where this equipment can be utilized in carrying the message on "SEPARATING THE NATIONS" to crowds assembled in places other than the convention halls. This will be carried on extensively in the ten cities where the conventions are being held, making it possible to serve all overflow meetings and other points where a large number of people can be reached. At the time of the Washington convention, last summer, this was done to considerable extent and proved very effective, and it is to be widely used for the lecture on "SEPARATING THE NATIONS".

As the message is broadcast throughout the world by radio, it should be received on a radio set installed in the sound car or in another automobile, and run through the sound equipment and out through the loud-speakers. It is up to each sound car operator to experiment in this prior to the broadcast, so that he can ascertain just what can be accomplished with the particular sound equipment and radio set he will have to use.

The easiest way to use an auto radio or other radio set with the sound equipment is to place the microphone directly in front of the loud-speaker of the radio, pick up the program, and run it through the sound equipment the same as when one is speaking into the microphone. This is not satisfactory in every case, and should be experimented with to find out the results that can be obtained.

The other means of using a radio with the sound equipment is to establish direct electrical connection between the radio set and the sound equipment; but this is somewhat complicated and should be done by a competent radio mechanic. There are so many models of radios that no general advice can be given except that the most accessible place to connect onto the radio set is usually the wires going to the voice coil of the speaker. In most instances a matching transformer and a pad to reduce the volume will be required, the leads from the wires going to the voice coil being run through the transformer and pad and then through a plug which can be plugged into the microphone jack in the transcription machine, one lead to the end and the other lead to the ring on the plug, the outside sleeve of this three-wire plug not being used.

The center of the input transformer in the transcription machine is grounded inside the machine. The ends of this transformer are connected to the jack to make contact with the tip and the ring of the three-wire plug. The outside sleeve connection of the plug will not be grounded, but this is connected to plus 6-volt inside the machine. The tip and ring will give a 200-ohm input.

"Loyalty" Going Real Well

Over 3½ Million Printed and Shipped

The Three-Booklet Campaign Continues

The big convention comes in the middle of the three-month campaign of the presentation of three booklets in combination of *Loyalty* together with two colored-cover booklets. These publications constitute the convention literature and will be continually pushed until the end of March.

All companies, and other publishers, should have a good stock of these booklets on hand for the rest of this campaign. Those who have a large stock, or have received the consignment, are to get the literature in the hands of the publishers so that all can push the campaign vigorously. Remember, everyone should carry *Loyalty* and *Righteous Ruler, Escape to the Kingdom, The Crisis, The Kingdom, the Hope of the World, World Recovery, Intolerance, Angels,* and *Dividing the People,* and during the rest of February and all of March put these in the homes of the people.

There are so many advantages in a booklet campaign at this time. Even if we take into consideration the convenience of the creatures who are carrying the message, it is recognized that in the severe winter weather booklets are easier to handle and present than a large number of bound books. Creatures, however, are not of the paramount importance. Creatures devoted to Jehovah joyfully conform themselves to the organization and do not attempt to conform the organization to themselves. These months which end this winter season are accomplishing a tremendous witness to the honor of Jehovah's name, the provisions the Lord has made in these publications being used by his people. It is the happy privilege of the anointed and those people of good will to share and work together in this campaign.

DIRECTOR
FOR FIELD PUBLISHERS

Sound Machine Hours to Date, 65,515 | March, 1936 | Publishers' Hours to Date, 1,596,357

"His Strange Work"

Prepare Now for World-wide Period

Will There Be More Publishers, More Time, than Last October?

"HIS STRANGE WORK" is the designation of the forthcoming INTERNATIONAL TESTIMONY PERIOD April 4-12. The Lord's people have long considered the Lord's "strange work" and have had a keen desire not only to understand it more thoroughly but to see it brought to pass in vindication of Jehovah's name.

This is the spring season of special thanksgiving and praise to the Most High; and in order that all the brethren may have this period in mind and begin now to make arrangements for it, announcement is here made of some of the features that will undoubtedly make this the greatest nine-day period of witnessing ever arranged for. In this *Director* you read the report of the last INTERNATIONAL TESTIMONY PERIOD, showing the work of the Lord's people throughout the world during the nine days of special effort last October. We rejoice in these privileges and now consider with eager anticipation the prospect ahead of us in the April campaign.

First of all, during "HIS STRANGE WORK" we have a new book *Riches* which will for the first time be presented to the people on a contribution of 25c, and available in many languages and used throughout the entire English-speaking part of the world. *Riches* enables the Lord's people to use a bound book during an INTERNATIONAL PERIOD for the first time in several years. You already have the author's edition of *Riches*, which you are studying diligently, and are now to place your order for the regular edition for the Testimony Period.

A *new* Testimony Card, strikingly different from anything that we have previously had, has been prepared by Brother Rutherford and will greatly aid the publishers in presenting *Riches* to the people.

As announced in *The Watchtower*, Memorial will be celebrated this year after 6 p.m. on April 6. Every company director as well as sharpshooters, and all groups, will make report of the attendance at the Memorial as heretofore.

Again this year your report will show, first of all, the total number attending the Memorial service, including all, whether they partake of the emblems or not, and, in addition, your report is to show the total number partaking of the Memorial emblems of the unleavened bread and red wine. These figures are to be written on the regular monthly report cards for April.

There are many other provisions which Jehovah has made for this particular occasion, and the details of the campaign will be gone into in the next *Director*. You can, however, at once begin your preparation for this period by planning in respect to literature, territory and time.

Remember, this is a WORLD-WIDE PERIOD, and, by the Lord's grace, a bigger witness for the Kingdom will be given than ever before. There should be *more* PUBLISHERS, *more* BOOKS — *Riches!* — *more* TERRITORY, *more* PEOPLE spoken to, *more* SOUND MEETINGS, and MORE TIME put in in this, "HIS STRANGE WORK," period than ever before. Make preparation now!

"Riches" for "His Strange Work"

Order, and Order Plenty: You Will Need Them

So that you may immediately rush your order for *Riches* in to this office, there is a special order blank enclosed with this *Director*, for your use. Every pioneer, auxiliary, sharpshooter and service director should fill out this order and send it direct to the Brooklyn office at once. Do not send any orders for *Riches* to any of the depots; and be sure to order a good supply, sufficient to last you during "HIS STRANGE WORK" Testimony Period, April 4-12, and for several months thereafter.

It is very important that you get your order in soon, by March 1 if possible, and be sure to have your order reach this office between March 1 and the 10th. If your account is not in good condition, be sure to accompany your order for *Riches* with a remittance to cover, so that shipment can be made, and at the same time you may order such other publications as you will need in addition to *Riches*.

This, of course, is not the author's edition, but the regular edition to be offered to the public during "HIS STRANGE WORK" Testimony Period upon a contribution of 25c. The Society will commence filling orders at once, and you will want a big supply; so make out your order and send it in. The various publishers will receive *Riches* at the same contributions as the other bound books. However, this book is not released to the public until April 4. Until that time only the Autographed Edition is available.

39,835 Publishers in Action

Over Two Million Pieces of Literature Placed

Attendance at Sound Meetings Greatest Ever

Jehovah marvelously blessed the publishers of the Kingdom during the World-wide Praise Period, October 5-13. A detailed report appears on the reverse page. This report should be carefully studied to see how increase might be made during the special witness period "HIS STRANGE WORK", beginning April 4. You will note there was a drop in number of publishers from that of the last period by nearly 6,000, but all of these and many

(*Continued on page 2, column 1*)

Electric Signs for Country-wide Advertisement

Wording Changed at Small Cost

Very Attractive and Identify Publishers

You will be very glad to know of the new signs which the Society is now manufacturing, and you will certainly want one to set in your front window, or on your porch, or in any other place where it can be seen by passers-by.

This is a beautiful white enamel metal sign 12 by 16 inches with a glass front, back of which glass the sign itself is inserted, through which an electric light shines. The metal cabinet is built in the form of a reflector, the electric light being located in the cabinet behind the sign and equipped with a flasher. The sign proper is made up in different colors, presenting a beautiful and striking appearance. It really has to be seen to be appreciated.

The Society will fill orders at once, shipped to any address, at $1.50 each, remittance to accompany order. You should always order these in lots of two, as they are packed two in a carton. They come complete with cord, flasher, and electric bulb, and the sign which is now sent with the cabinet reads:

HOW TO OBTAIN
RICHES
THAT ENDURE
Inquire Within

All groups of the Lord's people should order these signs through their director or sharpshooter, sending in one order for all that are required in the unit. There is an unlimited use for these in the future, and everyone who can do so should be equipped with these signs.

The wording can be changed at small cost, and the Society will supply the changes, from time to time, to be inserted in these electric signs scattered all over the country. We hope 10,000 will soon be in use in the United States alone, to advertise the King and the Kingdom.

We Are Still Aiming at 5,000,000

Booklets Going Well! Four Weeks More!

The month of March brings to a close the very effective campaign with the booklets, during which time a combination of three booklets upon a contribution of ten cents is specially stressed.

During the few remaining weeks of this campaign clear your shelves as far as possible of these combinations, being sure to continue to include the *Loyalty* booklet in every combination and presenting therewith two colored-cover booklets, as *Righteous Ruler, Escape to the Kingdom, The Kingdom, the Hope of the World, Crisis, Dividing the People, World Recovery, Angels, Intolerance.* All the brethren should certainly take advantage of the time we have left in this campaign, more than four weeks, and put forth a real effort to make it as effective as possible. You recall that our quota for the three months of January, February and March is five million booklets for the United States; and we anticipate that this will be well reached if all continue their enthusiastic presentation of these particular pieces of literature during the remainder of the campaign. Already it has become necessary to print 4¼ million *Loyalty* for the English-speaking people in all countries. Throughout the most severe portion of the hardest winter experienced for some time, the brethren have consistently and faithfully gone ahead with the work Jehovah has for them to do; and we are confident that the earnest effort they are making to this end has Jehovah's approval and blessing and will bring honor to his name.

World-wide Praise Period—October 5-13, 1935

COUNTRY	Pio.	Aux.	Co.	Total	Hours	Obt'rs	Books	Booklets	Total	Sound Meetings	Attendance
Alaska	1			1	20	45	8	130	138		
Albania	1		20	21	236			1,631	1,631		
Argentina	17	1	60	78	2,250	4,907	224	8,308	8,532	2	68
Australia	139	79	1,284	1,502	25,996	86,156	1,332	142,000	143,332	996	13,503
Bahamas	2		7	9	114	258	1	290	291	18	170
Barbados	5	5	15	25	196	232	45	410	455	1	43
Belgium	17	6	94	117	1,917	5,302	86	9,526	9,612		183
Brazil	9		24	33	553	957	258	1,065	1,323		
British Guiana			17	17	200		36	741	777		
British Honduras			1	1	9	12		37	37		
British Isles	200	112	4,950	5,262	47,619	222,386	751	357,174	357,925	2,120	68,053
Burma	1		7	8	65	154	2	379	381		
Canada	164	25	1,787	1,976	18,152	72,559	2,025	111,392	113,417	1,601	40,372
Canal Zone	3	2	14	19	181	249	96	565	661	9	195
Ceylon	1		3	4	47	114	3	238	241		
Chile	3		29	32	670	1,113	24	1,778	1,802		
China	4	1		5	196	248	130	609	739		
Colombia	3		3	6	187	268	93	308	401	11	19
Costa Rica		3	59	62	476	398	21	567	588	58	294
Cuba	7	1	19	27	624	1,059	45	1,581	1,626	9	108
Cyprus	1			1	65	124	7	166	173		
Czechoslovakia	77	12	759	848	7,266	24,212	1,136	32,225	33,361	69	2,850
Danzig			112	112	402	1,500	3	1,534	1,537		
Denmark	41	2	682	725	8,727	43,156	226	87,282	87,508		
Dominica			10	10	105	96	3	112	115	57	1,094
Dutch Guiana	1		2	3	58	42	7	39	46	2	5
Ecuador	2		1	3	57	51		72	72	5	25
Egypt	4		2	6	141	217	67	368	435		
Estonia	6	2	10	18	355	524	252	585	837		
Finland	21	16	629	666	6,675	26,348	203	36,086	36,289		
France	37	1	891	929	10,199	25,576	658	45,029	45,687		587
Gold Coast	5	4	45	54	172	820	75	795	870	2	350
Greece	6		271	277	2,880	5,678	71	8,475	8,546		
Hawaii	2	2	6	10	150	510	127	1,086	1,213	15	1,692
Hungary	25		280	305	3,066	8,780	492	9,010	9,502		
Iceland	1			1	48	60	15	192	207		
India	17	1	270	288	2,984	4,622	56	6,248	6,304		
Jamaica			550	550	2,781	1,138	725	1,437	2,162	107	10,657
Japan	79	2	21	102	6,642	5,062		71,111	71,111*		
Java	7			7	181	509	148	762	910	1	12
Latvia			15	15			26	600	626		
Lithuania	8	2	27	37	690	676	73	1,341	1,414		
Luxemburg			20	20	165	736	1	1,282	1,283		14
Mexico	66	14	150	230	6,401	9,338	160	17,544	17,704	62	1,844
Netherlands	34	6	126	166	3,656	10,900	79	16,298	16,377		475
Newfoundland	2		9	11	125	293	23	650	673	19	4,894
New Zealand	27	23	208	258	4,657	17,218	152	29,439	29,591	96	1,757
Nicaragua	1			1	23	27	21	45	66		
Nigeria	25	27	92	144	2,480	3,368	152	3,560	3,712	3	2,460
Norway	14	18	270	302	4,645	15,843	256	39,310	39,566		
Nyasaland			540	540	5,155	1,091	108	1,005	1,113	3	606
Panama	1		7	8	81	113	4	131	135	4	250
Paraguay	2		1	3	92	153	10	298	308		
Philippine Islands	19	4	21	44	942	1,267	185	2,482	2,667	4	2,700
Poland	28	15	878	921	10,554	14,030	536	15,632	16,168		
Portugal	3			3	79	152	30	170	200		
Port. E. Africa			2	2	12	300		300	300		
Puerto Rico	3			3	58	155	132	285	417		
Rhodesia (N.)			298	298	4,499	811	48	856	904	9	64
Rhodesia (S.)			155	155	1,372	504	85	534	619	8	92
Rumania	6	2	705	713	5,016	8,434	23	14,336	14,359		
St. Helena			6	6	30	68		81	81	20	318
St. Kitts	3			3	131	129	61	331	392	120	1,608
St. Vincent		1		1	14	28		41	41	4	26
Sierra Leone			24	24	324	720		720	720	4	158
South Africa	19	3	304	326	3,950	18,527	1,251	31,105	32,356	278	5,566
Spain	11	1	5	17	700	2,705	41	4,742	4,783		
Straits Settlements	5			5	153	256	180	495	675	9	632
Sweden	49	37	820	906	9,466	40,313	1,331	75,781	77,112		
Switzerland	4	6	872	882	8,534	36,827	353	54,875	55,228	8	365
Trinidad	3	11	136	150	1,193	1,300	52	1,902	1,954	41	3,044
Turkey	1			1	40	164	3	186	189		
United States	1610	658	17,153	19,421	213,221	434,229	20,513	817,940	838,453	8,837	221,484
Uruguay	3		8	11	264	600	8	1,067	1,075		
Yugoslavia	22		66	88	2,483	7,534	472	10,133	10,605		
TOTAL	2,878	1,105	35,852	39,835	443,867	1,174,251	35,820	2,086,840	2,122,660	14,612	388,637
Total Testimony Period April 13-21, 1935	3,126	1,361	41,486	45,973	528,476	1,449,609	30,685	2,541,338	2,572,023	10,822	218,201
Total Testimony Period Sept. 29-Oct. 7, 1934	3,046	1,360	35,515	39,921	451,005	1,268,623	31,067	1,546,281	1,577,348	5,956	103,320

**Golden Age* Copies

(*Continued from page 1, column 4*)

more will enjoy the privileges of service in the forthcoming campaign.

There are numerous items of interest in connection with this campaign, but space does not permit the publication of all of them. It is interesting to note that the witness increases despite the tremendous action on the part of the Devil's organization against the King and the Kingdom and its publishers. The question that should interest every one of us is, How will we increase our efficiency and service to the Lord during "His Strange Work" Testimony Period?

Outstanding Items of Interest

SOUTH AFRICA

"It gives pleasure to report a very substantial increase over the corresponding effort of 1934. Upward of 32,000 pieces of literature were placed, to compare with 21,000 a year ago. In the country districts a number of the publishers again traveled long distances, sleeping by the wayside or in a farmhouse at night, in order to spread the message over as wide an area as possible. The *Government* booklet went out well, and the Italo-Abyssinian conflict higher up the continent lent an added interest to the booklet *Universal War Near*."

SINGAPORE, STRAITS SETTLEMENTS

"A splendid witness was given in Singapore harbor by the Society's boat the 'Lightbearer', and many heard the message by this means, particularly the crews of two warships and also other shipping." The following is quoted from the Singapore *Free Press* of Friday, October 11, 1935: "Sailors listen to unique lecture by Watch Tower Society. A loud voice boomed across the water in the Singapore Roads on Wednesday night and men on board ships at anchor peered into the darkness expecting to find Father Neptune break forth to the surface. But nothing of the sort happened. Instead they saw a long white ketch lying in their midst while the powerful voice echoed between her and the sides of the two men-o'-war Hermes and Cornwall. It was a unique lecture that was being projected for the benefit of the ratings of H.M.S. Hermes and H.M.S. Cornwall and sailors at large from the ketch 'Lightbearer', which has been giving Watch Tower programme in Singapore since her arrival from Australia some two months or so ago. So far, Captain Ewins, her skipper, has distributed thousands of the Watch Tower Society's many publications and given addresses ashore, but it was the first time that he had the crews of ships at anchor in this port for audience.

BELGIUM

"Publishers increased by 12. From all sides we now hear that the clergy as never before are warning the people not to buy our books. Gradually the attention of the clergy is brought to bear upon the handful of witnesses, and we rejoice greatly that we are known and that the enemy deems it necessary to take action against the little company of publishers."

INDIA

"At Montgomery a party of Indian publishers worked the city during a big convention of Indian Christians organized by the American Presbyterian Missions. The common people heard the message of truth gladly and would have had Jehovah's witnesses conduct meetings, but the missionaries opposed them. The result is that several requests have been received for Jehovah's witnesses to visit the surrounding villages from which the people had come to attend the convention."

GREECE

"The work done during this period was done under martial law, and we had some difficulties in going on. People are much influenced by the decree against the work of the Office of Religions. In one place as soon as the books were taken from the car they were seized by an officer and the brethren sent to the public prosecutor. Until today we have not been able to take them out. One brother was seized and sent to the martial court. His case is still pending. Two other pioneers were seized some days ago and are also summoned to the martial court as Communists and against the present form of government. They are at present in prison awaiting their trial."

LITHUANIA

"The first Sunday of the period was election day in the Memel Territory, an event of European importance. The effect on the people was almost unbelievable. Even some of those who are supposed to be 'in the truth' were affected, some even hoping that the Nazi government, the persecutors, torturers and murderers of Jehovah's witnesses across the border, would be taking over the territory. It seems incredible that those once enlightened could be so overwhelmed by the Devil. This, of course, has its reaction on the loyal ones, who, in the face of opposition from all sides, even from their erstwhile 'brethren', show more than ever their determination to be wholly on the side of Jehovah and the Greater Gideon."

JAPAN

"The Lord blessed his own faithful ones in Japan and Korea with unusual fine weather almost every day during the period. And we are happy to send you this report which shows another highest record made here. A big public witnessing meeting was held at Heije, the second great city in Korea, on October 4. The topic of the public lecture was 'Kingdom of Heaven Is at Hand'. Heije is the center of the missionary work. Many clergymen were present. The hall where the meeting was held has 1,200 seats and it was overpacked with a big crowd of 1,600, and many were turned away. 3,200 pieces of literature, both in Japanese and in Korean, were placed in the people's hands at the meeting."

HAWAIIAN ISLANDS

"Literature in eight different languages was placed, and at some of the sound meetings all eight groups of people were represented, from naked-skinned babies to elderly Chinese women in black alpaca pants. We are rejoicing in the great privilege and honor of carrying Jehovah's message to the people here and thank him for the opportunities given."

BRAZIL

"By Jehovah's grace the World-wide Praise Period this year was better than ever. For this reason all of us are glad and are preparing to do ever better in the future, by the Lord's grace."

DIRECTOR
FOR FIELD PUBLISHERS

Sound Machine Hours to Date, 72,305 | APRIL, 1936 | Publishers' Hours to Date, 1,640,302

His Strange Work--April 4-12

What Has the Lord Placed in Our Hand?

Brother Rutherford Writes to the Servants of Jehovah

Many More Thousands of Publishers Expected

Great Multitude Is Coming Forward!

Within a few weeks another world-wide testimony period will be in full swing, April 4-12, which is known as "HIS STRANGE WORK". Jehovah's servants throughout the earth will move together in a most vigorous campaign to the honor of his name. "HIS STRANGE WORK" testimony period promises to be an extraordinary blessing, and will undoubtedly be the most outstanding and thrilling of all to this time. The Lord has entrusted much to his people, and, 'the more is demanded of them.' It is well now to consider what is entrusted to his people for use during "HIS STRANGE WORK" testimony period, April 4-12.

Riches, the new book, will be offered regularly for the first time on a contribution of 25c. There is provided for you a testimony card, which sets out definitely your commission as well as informs the people how they may obtain *Riches*. A very pleasant surprise of this campaign is that we have not only a new book, but a new booklet, *Choosing*, which will be offered on a contribution of 10c if people decline *Riches*. You may offer *Riches* and *Choosing* together, on a contribution of 30c; *Choosing* alone, 10c.

Of course, all the *Watchtower* readers have given first consideration to Brother Rutherford's letter, which sets out so clearly the work that must be done, some very definite details which should be considered and put in operation immediately on April 4.

In addition to this encouraging letter, your having already read *Riches*, and many having attended the international convention in February, we have a special message from Brother Rutherford to all publishers of the Kingdom. The title of this is "COURAGE AND VICTORY", and it is recorded on a double-face disc. This is to be run at every assembly of the publishers during the testimony period. On the night of the Memorial, which is April 6, after 6 p.m., this lecture should also be used, so that all may be privileged to hear.

There has already been shipped to all parts of the world Brother Rutherford's lecture "SEPARATING THE NATIONS". This is now in record form, and arrangements should be made immediately to use it as often as possible during "HIS STRANGE WORK" period. Remember that in the last world-wide campaign there were more than 300,000 persons who heard the lectures by this means. Can we do better in April?

The enemy is now hastening the nations to Armageddon, and Christ Jesus is separating the sheep from the goats. The "great multitude" is coming forward shouting, "Salvation to God and to Christ." What a grand privilege the servants of Jehovah have this day in preparing for "HIS STRANGE WORK" period, which begins April 4! Are you prepared? Have you arranged your time? Do you have the literature? Are your transcription locations picked out? Are your arrangements made for Memorial? Are you prepared to run "COURAGE AND VICTORY" that evening? In fact, you should ask yourself a dozen other questions and be sure they are all answered in favor of the advancement of the Kingdom interests in your territory.

Have you arranged to be one of the publishers in the great witness to be given during "HIS STRANGE WORK"? The servants of Jehovah will move into action shouting, "Salvation to God and to Christ."

Special Testimony Card

The testimony is short, to the point, and opens like this: "At the present time only a few men on earth are rich." That will arouse great interest, and it further introduces the *Riches* book on a contribution of 25c. On the reverse side of this testimony card there is a special message "To whom it may concern", from Brother Rutherford, the president of the Society. There is much opposition now in the world. The Catholic Hierarchy is using every means to bring opposition and persecution to Jehovah's witnesses, and therefore we are prepared by setting out in detail the purpose of our work. This testimony card will serve as your identification card. On the first line (at the top) PRINT your name; at the bottom SIGN your name, also fill in your address. It is not necessary for every individual who reads the testimony card to read the back, but if they wish to read it, let them do so. This is to be used particularly in case of arrests or opposition on the part of policemen or other individuals. **We are in a fight, and we are prepared for it.**

"Courage and Victory" for the Memorial

Two Reports to Be Made of Memorial: One of Attendance, One of Those Partaking

You will be cheered and greatly pleased with the words Brother Rutherford will bring to us all in "COURAGE AND VICTORY". This was made specially for the Lord's people. This record has been shipped to every company, sharpshooter and isolated pioneer on earth operating a 33⅓-r.p.m. machine. This special record is released, and can be used on the first day of the campaign, namely, April 4. The record should be run at the very first assembly of the publishers during "HIS STRANGE WORK" testimony. It should also be run on the evening of Memorial, in addition to any previous assembly that may have been had by the Lord's people. If the first assembly of the Lord's people is Monday evening, the record will be run the first time that evening, and as many times thereafter as the Lord's people assemble during the period. However, it will not be necessary to run it more than once on any one day; but use it at the largest assembly of the day. The purpose of this is to stimulate action on behalf of the brethren.

One record "Courage and Victory" will be supplied to each company having a transcription machine. A sufficient number of sets of "Separating the Nations" will be supplied for all your transcription machines. A small charge of $1.50 is being made, and this will appear on the company accounts. However, if any of the brethren are unable to pay the cost of the records, the records will not be withheld. The main thing is to use these discs, "Courage and Victory" extensively, and "Separating the Nations" just as often as possible, in your territory, through your sound equipment.

Report on your report card those who hear the "Separating the Nations" lecture, but do not include in your report card to the Society the attendance of "Courage and Victory". This, of course, will be covered by the Memorial report. It should not be reported as sound-meeting attendance.

Everyone, anointed and Jonadabs, should attend the Memorial assemblies of their units. It is an occasion for all to attend, whether or not all partake of the emblems; and all should review pages 26 to 120 of the book *Jehovah* prior to the Memorial. On the monthly report card each unit should give the total attendance and the number partaking of the unleavened bread and red wine.

Make Much Use of Sound Equipment

"Separating the Nations" Ready for Millions to Hear

At the same time that Brother Rutherford was giving the lecture from Los Angeles, on February 23, the lecture was recorded, and since then has been shipped to all parts of the world, to English-speaking countries. This is an hour lecture and should be used extensively during "HIS STRANGE WORK" testimony period. In distant lands it may be that they will not have "SEPARATING THE NATIONS", and therefore should use "GOVERNMENT". This message should be given to the people both by their hearing it and in printed form. Immediately after hearing the lecture they will want to study it, and you will have it in booklet form in *Choosing*. The portable transcription machines should be used in homes and meetings held throughout the week. Phonographs should be carried by the publishers. Back calls should be made on newly interested, particularly on those whose names are furnished by the Society. Remember, too, those persons whom you meet during the day in your regular witness work.

Time Is Very Essential During "His Strange Work"

We earnestly hope that every company, sharpshooter, pioneer and auxiliary, as well as all new publishers of the Kingdom, will give diligent consideration to all the details set out in this *Director* and begin preparations, so that this may be the greatest witness yet given to the honor of Jehovah's name. Each company director and sharpshooter should stress this campaign all possible, setting before the publishers all the features of this united witness. Every detail should be cared for, and arrangements made well in advance for "HIS STRANGE WORK" testimony period. Have in mind your order for the *Riches* book, the use of the sound equipment, your back calls (with the phonograph) on newly interested; in fact, every branch of the service should be put into operation.

Make an accurate report of the Memorial, those attending and those who partake, and include this in your monthly report cards. If you contact any newly interested persons, supply them with a testimony card and literature and have them associate with other publishers of the Kingdom.

The winter has been a hard one. The number of publishers dropped during January and February. There has been quite a decrease. The hours also have dropped off considerably. Now, with good weather coming in and extraordinary privileges of service extended us, all publishers should make this the most outstanding period in the history of the church.

International Convention a Marvelous Blessing

Brother Rutherford's Lectures a Great Comfort

Brethren Ready to Move into Action for "His Strange Work"

The *Director* would very much like to set out a detailed report of the convention, but all people reading the *Director* should be subscribers for *The Golden Age* and *The Watchtower*. *Golden Age* No. 430 brings to you his lecture "Separating the Nations" and some more interesting items regarding the convention, report of cable responses from distant lands, etc. *Golden Age* No. 431, the following issue, brings the complete summary of the international convention. You will all want to read this carefully; but not only read it yourself, but bring to the attention of all those people of good will the necessity of being a subscriber for the *Golden Age* magazine. *The Watchtower* and *The Golden Age* will bring much comfort and will greatly aid these new publishers of the Kingdom.

The international convention was a real service convention in every respect. The advertising of these public meetings gave to the brethren much work to do, but they went into this work with the greatest zeal and joy ever manifested. Advertising with handbills, placards, billboards, large signs, sound equipment, advertisement by radio, and every other means, were used. In the large cities many demonstrations by hundreds of brethren with "sandwich signs" going through the congested area were truly a spectacle. It made the Devil's crowd sit up and take notice. It appeared that there were great numbers in town, but, really, Jehovah's witnesses and their companions now make only a handful. The public meeting was a great success, with more than 27,000 people present, and then, to the evening meeting at which Brother Rutherford spoke again, they returned, the total present being over 19,000. The 33,580 hours put in the field work, and the 121,530 pieces of literature distributed, was amazing, considering it was for only a two-day convention. Hundreds of thousands of persons heard the announcements through the sound equipment. In the ten cities the brethren made many back calls on the people who attended the public meeting, and their experiences are most encouraging.

The consensus of opinion was that more such conventions should be arranged. The mighty shouts of "Aye" that went up at the public meeting, *and their stand for Jehovah and his* King in the meeting Sunday evening, were most thrilling. If you were not there you missed a lot; and if there are *any more, make up your mind* now not to miss them. Jehovah's blessing and direction was manifested on every side. His name be praised.

Order "Riches" and "Choosing" Now

You Must Be Well Supplied for "His Strange Work"

This is the first time in several years that a clothbound book has been offered during an international period; and what a book it is! We know that all the Kingdom publishers are thrilled to have read it and now are more eager than ever to place it in the hands of every honest-hearted person throughout the world. The message in this book is just the thing for the great multitude. It is a marvelous message for those of good will. Translations have been made in various languages, and in the United States it can be had in Spanish, Greek, and Italian. Many more are under way, and in a few months will be completed.

Work was begun on the *Choosing* booklet immediately after the broadcast, and consignments are being made to as many publishers as possible in the United States, but the time is rather short. The consignment will be added to your *Riches* order if possible. If on offering *Riches*, on a contribution of a quarter, they do not accept it, then offer the *Choosing* booklet, on a contribution of 10c. Interested people will be glad to contribute 10c to aid in preaching the gospel. This will be a real help to pioneers, and also emphasizes the splendid combination of both *Riches* and *Choosing* on 30c contribution. Rates to all publishers are the same as on other colored-cover booklets. If you have not received *Choosing*, then use *Loyalty* and two other (colored-cover) booklets, on a contribution of 10c.

This nine-day period should set a high mark for the distribution of bound books. Every publisher should introduce *Riches* to the people, and if they don't take *Riches*, leave with them some booklets on a small contribution. Eighteen countries in which the English language is spoken have received their supply. Has your order for *Riches* been made? They are not being consigned, but the *Choosing* booklets will be added to *Riches* orders during March.

Study Service Leaders

All leaders of studies should arrange in harmony with the service director a special field service campaign with the study group at least twice during this testimony period. Each leader should meet with the group where he leads the study and aid these brethren, particularly aiding those newly interested ones, the "great multitude". This is true in regard to all transcription meetings arranged for. During this period every publisher that has ever been in the field should be out again, and many more with them. We confidently look to having thousands more publishers in the field April 4-12 and thereafter. It will take planning and effort on your part. Remember, where much has been entrusted, "the more is demanded of them."

A New Advertising Means

At the convention throughout the United States there was introduced an electric sign, which was taken to heart by the brethren and with great enthusiasm. These electric signs are shipped complete on receipt of $1.50 each. The Society prefers to ship these two (or a multiple of two) at a time, because they are packed two-in-a-carton. The sign can be changed by just removing the stencil. In due course the Society will furnish more stencils, to replace the wording that is set out in the original one.

These electric signs have caused much comment, and many inquiries are being made by passers-by. Get your sign(s) now. Order through your company, or, if isolated, direct from The Watch Tower, 117 Adams St., Brooklyn, N. Y.

Back-Calling with "Riches" and "Choosing"

Response to February 23 Broadcast Excellent

The lecture "SEPARATING THE NATIONS" appears in No. 430 of *The Golden Age*. A copy of this was mailed to each one of the many thousands of persons who requested Brother Rutherford's lecture. There was made out in the office a back-call slip, showing the name and address of the party interested. These have all been mailed to the various companies, pioneers and sharpshooters, so that a back call might be made on these people. Call on them with *Riches* and *Choosing*. Take with you the phonograph and several lectures, and keep after these people, because they may eventually take their stand on the side of the Kingdom. All these back calls should be made in evenings during the special period "HIS STRANGE WORK". Thousands of them have been mailed to the brethren. The director should place them in the hands of the publishers, and every effort should now be made to contact the great multitude. Experiences reported to this office on this back-call work are marvelous, and of many of the people it can be said they are taking their stand and associating themselves with Jehovah's witnesses and taking active part in the preaching of the Kingdom message.

Back Calls with the Phonograph

As is pointed out in Brother Rutherford's letter, at the end of this campaign assemble the interested ones, including those with whom you have come in contact during the testimony period, and use the sound equipment in running the transcription lectures, both the phonograph and the transcription machine.

During the campaign in the evenings much work can be done with the phonographs, and such phonograph meetings and those held following the period may be used to establish study groups at which the *Riches* book is to be used. Such studies may be started by using the transcription lectures, or phonograph records if the transcription machine is not available in your unit, and part of the study period be devoted to listening to such lecture, and part to the study of *Riches*. As soon as sufficient interest is manifested a regular *Riches* study can be continued and the transcription lecture dispensed with at that particular place.

Phonographs can be loaned for one or two days, placed in homes and stores, and several records left there. Every effort should be made to witness by the use of the sound equipment during this period. We should surpass by a large number the people reached during the last world-wide period, which was the best sound report ever had for nine days. The attendance under sound equipment should be those people who hear at least 4½-minute lectures. Those hearing brief announcements, such as announcing the place of meeting or spot announcements of the special lecture, should not be included in the attendance of sound equipment. In other words, when people hear a lecture they learn something of the Kingdom. Attendance should be those persons who hear at least a lecture for 4½ minutes or more. Any time spent in making spot announcements is to be included in sound machine hours, however.

Books in Foreign Languages

Many of the territories have foreign-speaking people, and we list here the books that should be used during "HIS STRANGE WORK" testimony period in the various languages:

Greek	*Riches*
Italian	*Riches*
Spanish	*Riches*
Armenian	*Deliverance*
German	*Jehovah*
Hungarian	*Creation*
Lithuanian	*Preservation*
Polish	*Prophecy*
Russian	*Government*
Slovak	*Government*
Ukrainian	*Government*

The above-mentioned books should be offered on a contribution of 35c, and a testimony card is prepared for each of these. You will please order the number of the books and testimony cards that you require, and they will be sent to you immediately.

Brother Rutherford Writes Special Letter to the Servants of Jehovah

With Brother Rutherford's special letter there is sent to every *Watchtower* subscriber in every language a copy of the *Director* and *Riches* testimony card. It may be that you are isolated, or you may be in some city where there is a company of Jehovah's witnesses. The Watch Tower is pleased to contact you with the organization, that you may have a share in the proclamation of the Kingdom message. You have your testimony card, but you may not have a supply of *Riches*. You should get some immediately. If you are isolated, use the coupon herewith and send it to the Society, so that you too as a person of good will may share with others the knowledge that you have of the Kingdom. Being a reader of *The Watchtower*, you know that one who possesses knowledge, or can acquire it, has a responsibility, and that responsibility is to share with others that knowledge which you possess. This can be done by witnessing to your friends and the 'strangers within your gate'. Brother Rutherford's letter to you is a great comfort, we know, and we feel sure that you will now take an active part in the proclamation of the Kingdom message. As he says, "Remember that the promise of the Lord is that those who seek righteousness and meekness may be hid and protected during Armageddon. But they must first hear!" In calling at the homes of the people, present the testimony card to them, ask them to kindly read it, show them the literature, and leave *Riches* wherever possible, dropping to *Choosing* if *Riches* is not taken, and then hurry on to the next person.

The Watch Tower,
117 Adams St.,
Brooklyn, N. Y.

I desire to have a share in spreading the knowledge of the Kingdom. To this end, I am enclosing contribution of one dollar. Please send me the following:

4 copies of *Riches*
5 copies of *Choosing*
1 Report card

Also, I would like to contact the nearest company of Jehovah's witnesses if there is one in my vicinity; and if not, then please give me further information so that I can carry on this work in an orderly way.

Name .....

Street and No. .....

City and State .....

County .....

DIRECTOR
FOR FIELD PUBLISHERS

Sound Machine Hours to Date, 97,569 | May, 1936 | Publishers' Hours to Date, 1,916,362

"Zeal of His House"

Publishers, Service Directors, Get Started Now on This and Plan Carefully

Should Be as Big a Witness as April Campaign

What better way could there be of starting out the summer's witnessing than with a testimony period? The months of April and May will have seen a large portion of the city territory reached once with *Riches*. The brethren will be eager to carry *Riches* to the other parts of the company and sharpshooter territory, to the small towns, rural communities and rurals. All will wish to continue the vigorous campaign begun in April, and to push it to the fullest extent during the coming testimony period of June 6-14. This they will do because of their zeal, the zeal of the remnant and the zeal of the Jonadab class.

All who love the Lord have joined in the emphatic declaration concluding "Feasts", and contained in the April 15 *Watchtower*. Therein it is stated: "With the ZEAL OF HIS HOUSE we will continue to march forward, and as we go we will joyfully sing our victory song, THE SWORD OF JEHOVAH AND HIS GLORIOUS KING!" Herein is the title of our next period. Zealously, the brethren throughout the field have the grand opportunity of making this period just ahead a splendid witness during June 6 to 14, which is the "ZEAL OF HIS HOUSE" testimony.

During the corresponding period last year the convention was held in Washington, D. C., at which time there was first brought to the Lord's people an understanding of the great multitude. During the period last year the United States publishers placed 301,050 pieces of literature, using the book *Jehovah* and the booklets *Universal War Near* and *Favored People* on a 35c contribution. What will be the results of "ZEAL OF HIS HOUSE" testimony?

Now we have work to do with *Riches*, the publication that must be placed in the hands of those who may be of this great multitude. During the period of June 6-14 the campaign literature is to be a combination, on a 35c contribution, consisting of *Riches*, *Choosing*, one other colored-cover booklet, and a self-covered booklet (*Loyalty* or any other self-covered booklet in stock). This is certainly a remarkable combination. If the entire combination cannot be taken, let *Riches* be offered alone, on a contribution of 25c. "A *Riches* in every farmhouse"; that is our slogan. If this cannot be taken, present the three booklets, on a contribution of 10c.

A new testimony card will be provided for this 35c combination, and will be sent to all publishers with the June *Director*. In witnessing to foreign-speaking people, the *Riches* book in their language, or the latest bound book if *Riches* is not available, is to be used, on a 35c contribution, dropping to a booklet combination of two colored-cover and one self-covered, on a 10c contribution, when the book cannot be taken. Order the testimony cards you will need in foreign languages.

Sometimes brethren ask if it is all right to place literature additional to the special campaign pieces being stressed; and, of course, it most certainly is proper to do so, placing all additional books and booklets desired, always including *Riches* and *Choosing*.

Small towns and rural territory are to be reached in this campaign, and, of course, the service directors and service committees are to complete all arrangements ahead of time. All-day witnessing parties should be organized for every one of these nine days possible. These publishers are to take lunch with them and spend the entire day in the field. Many of the rural sections are quite thickly settled, and such should be chosen, permitting all in the car to keep busy, and enabling the driver to make calls with the literature.

In using the phonograph during this period, such lectures as "The Remedy", "Greatest Prophet," "God's Banner," "Faith," "Obedience," "Great Multitude," should be used, and also where sound cars present the 4½-minute recordings. The phonograph campaign in the rural districts should be gotten well under way during this period. The hour transcription lecture is, of course, "Separating the Nations."

Time in the field will be necessary in order to accomplish effectively the work outlined for this period, and certainly much time can be spent in the service in the rurals. With the zeal of Jehovah's house let all members of God's organization join in the song of praise and victory by manifesting themselves as wholly on the side of Jehovah, and pointing others to God's banner. Start now to plan for this period, so that everything will be in readiness before June 6: literature and TIME; territory and TIME; testimony cards and TIME; transportation and TIME. Let all do what they can to Jehovah's praise.

Electric Signs Prove Effective

The Society is barely able to keep up with the orders for electric signs just now. You may wonder why you haven't received yours. It is because of the heavy orders. They will be shipped just as soon as they can be manufactured. Results reported to this office are very gratifying. One party reports that while witnessing she handed the person the card and immediately on reading the first line was asked, "Is that the *Riches* book which I saw advertised on a sign?" (The sign happened to be three miles from the place.) The sister said, "Yes," and that's all there was to it: *Riches* was placed. Inquiries have been made at many homes where the signs were displayed for the *Riches* book. Let the people know that you have taken your stand for the Kingdom and identify yourself as one in Jehovah's organization. The signs are $1.50 each, complete.

The People Want "Riches"

Time Brings Results

Early Reports Show Placements High

Jehovah's abundant blessing has been manifest in "His Strange Work" period. The results to date have far exceeded our expectations. You will recall that Brother Rutherford, in his speech "Courage and Victory", stated: "The Lord has caused to be published a book entitled *Riches*, setting forth the plain truths of and concerning his kingdom and fully exposing the enemy, and particularly the modern Philistines. That book is now ready in many languages, and all over the land the faithful will go forth as one man joyfully putting that message in the hands of the people that they may see and know that Jehovah is the only true God and that his kingdom is the only hope of men."

At the very outset of "His Strange Work" campaign it was evident that the foregoing was directed of the Lord, and a clear expression of his will for his people. The telegraph and telephone wires commenced to hum with orders from brethren all over the country saying, "Send us more *Riches*." These results, of course, are not because of any human accomplishment, but because it is the Lord's time and he enabled the anointed and the Jonadabs and all people who desire righteousness throughout the land to see that Jehovah has provided in the book *Riches* the message to reveal his kingdom, to expose his enemies, and to point the people of good will to a place of safety and also to the privilege of joining with his organization in making proclamation of that message. With this vision clearly before the minds of those who are devoted to Jehovah, there was no holding them back.

From the early reports received to date from the Bethel family, the Greater New York company, and other units in the vicinity of New York, it is evident that the figures showing placements of *Riches* will be very gratifying. The New York company went "over the top", and is but one of many service units having the same results. We are eager to get all the reports in promptly at the end of April, so that we can ascertain just what the publishers throughout the land have accomplished, by Jehovah's provision, and can pass the information along in the *Director*. TIME brings the results. In addition to *Riches*, there have been many thousands of booklets placed in the hands of the people during this period. It is the Lord's doing, and a cause for gratitude to the Most High that we are privileged to have part therein.

Choosing Booklet on 5c Contribution After May 1

In many parts of the country the *Choosing* booklet was used along with *Riches* during "His Strange Work" testimony period. On the release of this new publication the booklet was offered on a 10c contribution; with *Riches*, the two publications on a contribution of 30c. Beginning with May 1, all the brethren are to place *Choosing* on a 5c contribution, and use it in combinations of three booklets, namely, two colored-cover booklets and one self-covered booklet, on a 10c contribution. *Choosing* should be left wherever possible along with *Riches*, or separately on a contribution of 5c.

"Separating the Nations" Rebroadcast May 10

On February 23 Brother Rutherford delivered a most stirring and thrilling lecture, "Separating the Nations." Thousands upon thousands of persons requested a copy of this lecture. The opportunity is now made for millions more to hear it, because different stations are being used throughout the United States. There are more than 80 stations which have arranged to carry this broadcast by electrical transcription.

At the time Brother Rutherford delivered the lecture, on February 23, it was simultaneously recorded. Extensive advertising is to be made. Radio folders are being consigned. As soon as you receive these, begin distribution. Some points on the west coast may receive them just a few days before May 10. An extraordinary effort is to be made by the brethren to get them into the hands of the people before the broadcast on the 10th of May.

New Order of Trial

There is being mailed out with this *Director* a copy of the "Order of Trial" for each one of the brethren in your organization. As soon as conveniently possible arrange for all the brethren to be at a service meeting, at which time careful study should be made of the arrangements set out in the "Order of Trial".

Are You One? A Pioneer or an Auxiliary?

If Not, Can You Be?

The List Is Increasing

"Only a few months ago the Lord revealed that those 'other sheep', or Jonadabs, are the ones who compose the great multitude coming from all these nations. . . . It is now the privilege and obligation laid upon the remnant to energetically and joyfully carry the message of the kingdom to the people of good will and to do this work faithfully to the end and before Armageddon. It is the privilege and obligation laid upon the Jonadabs or 'other sheep' or great multitude to join in that work and to continue therein faithful to the end and up to Armageddon." — *The Watchtower*, April 15, 1936.

The foregoing is but one of the many times Jehovah calls the attention of all who have taken their stand on his side to the privilege and obligation that rests upon them to carry the message of the Kingdom to others. This is an obligation which cannot be evaded, and those who love the Lord do not wish to evade it, but joyfully "all of Jehovah's people keep the feast together", giving the witness to the honor of Jehovah's name.

In the Society's letter of March 11, sent to all publishers, it was stated, "We feel sure that there are many company publishers that could be pioneers or auxiliaries. To aid the brethren to put in FULL time in the Kingdom service, the Society grants pioneers literature at a very small contribution—in fact, at less than the cost of manufacture. Have you considered this branch of the service? There are doubtless many more publishers who could be auxiliaries, which means that one devotes at least fifty hours a month in the witness work. Why not seriously consider one or the other of these branches of service, then write to the Society for further information?"

This calls the attention of the brethren to an opportunity for service which should be seriously considered by all. The *time is here* for the campaign for the enlightenment of the people concerning God's kingdom. The *question for each one to* consider is, How may I have a larger share in this campaign; can I in some way arrange my affairs so that I can serve as an auxiliary, or as a full-time pioneer publisher?

Another letter concerning the pioneer and auxiliary work was mailed under the date of April 22 and should also be considered carefully.

You will be very glad to know of the good response so far to this opening for more pioneers and auxiliaries. Men and women, young and old, varying from young folks in their teens to a sister of 85 years, have increased the total enrollment of the pioneers and auxiliaries by more than a hundred. Applications are coming in daily from those of the remnant and those of the Jonadab class desirous of taking advantage of every provision Jehovah arranges for their service. We are confident that there are still a great many of the brethren throughout the land who have not yet made response to the pioneer or auxiliary service but who could spend all their time in the service, or at least fifty hours a month, which is auxiliary time.

Let no one think that there is no more territory; because from the territory standpoint the time has never been more ripe for pioneer and auxiliary service. Now is the time of the "ingathering". There are not sufficient pioneers in isolated territory to cover it as frequently as it should be gone over. While company territory is gone over several times a year, generally, and some isolated counties are covered yearly, many isolated counties are reached only every two or three years. An even more important point in this connection is the fact that regardless of what has previously been done in any territory, it should soon be thoroughly and carefully gone over with *Riches*. So now, more than at any other time, all territory is new territory. Business districts offer a splendid field for pioneers.

Some of the back calls to be made on people responding to the radio lectures of Brother Rutherford are for persons located entirely outside of the territory held by any company or sharpshooter organization, and the pioneers have the privilege of reaching these.

In the territory of the companies there is much being done by pioneers and auxiliaries. Any brethren who can spend their full time in the service but who cannot go to isolated territory should certainly enroll as pioneers to serve in co-operation with the company where they are located. The same is true of those brethren who can get in auxiliary time.

Feel free to write to this office for more information regarding the auxiliary or pioneer service, and a questionnaire for your use in applying for appointment.

Place Your Order Now for "Zeal of His House" Testimony Period

Air-mail letters, telegrams, cables, telephone calls, all means of communication, were used to contact the Society so that re-orders for *Riches* could be placed during "His Strange Work" testimony period and immediately thereafter. Telegrams came in stating "Completely out". We enjoyed this, but don't let it happen again. In other words, when you place your order this time for "ZEAL OF HIS HOUSE" campaign, order a sufficient quantity to take you through all the period, and the remainder of June at least. You know now that the people want *Riches;* therefore be supplied. Have your orders in to the Brooklyn office not later than May 11. Order plenty of *Riches*, *Choosing*, and the other booklets, such as *Government* and *Loyalty*, and foreign publications required in your territory. Place your order now. Don't wait until May 11.

"His Strange Work" Testimony Reports

Every service director, pioneer, sharpshooter and auxiliary is to make the usual monthly report at the end of April, showing on the report card the activities for the entire month. In addition to reporting the work of the entire month, let every one be sure to remember the testimony period just past, "His Strange Work," April 4-12, and see to it that the April report card contains the report for this testimony period as well. When brethren fail to send in their reports complete it not only makes it necessary for the office to write them about the matter, but leaves the total report for the field incomplete. Please put your testimony period report on your monthly report card.

Phonograph Work in Rurals

Spend All Day in Country Territory

Making Back Calls Sunday Afternoon

Now that summer is just ahead, and the service organizations will turn their attention to their rural territory with the first of June, the question is, How can the phonograph work be most effectively carried on in the rural territory? The publishers who have gone ahead with the phonograph work as outlined in the *Director* from time to time have accomplished much, chiefly in urban territory. This should be continued, of course, and the interest being built up at such phonograph meetings is to be aided in every way. The work with the phonograph in the rurals is an extension of this same service to the scattered rural territory.

The effective time to witness in the rurals is when all day is available for the service. This would include weekdays which brethren set aside for service, and Saturdays, and the day when all of the brethren can participate in the service, Sunday. Odd times in the service in individual assignments or when all day is not available should be in town territory where the most hours can be spent in the actual witness work. Beginning with June, the all-day witnessing is to be in the rural territory primarily.

When the entire day is set aside for service, it should not be wasted by poor management. First of all, it is recommended that there be no study or other meetings held for the publishers during the daytime on Sundays, but that all such meetings be held in the evenings. This will make it unnecessary to quit the service to get home early and have dinner in the middle of the day and get ready for meeting, but the afternoon as well as the forenoon should be spent in the field. The arrangement of the last convention is very good and is recommended. Let the brethren take a lunch with them when they leave home in the morning, and take a few minutes or half an hour out for lunch, eating in their territory, and then continuing work. Such an arrangement will enable all the publishers to gather up their carloads early Sunday morning, begin witnessing at nine o'clock, witness three hours, take half an hour for lunch, and continue witnessing until 2:30. This would give each one five hours in the service for the day, and is the manner in which the companies can build their average time in the field to exceed the quota of 15 hours a month per publisher. Make the days you set aside for the field service real pioneer days.

Of course each car should be provided with at least one phonograph, and as many more as are available and can be carried. If it is possible for each publisher to have one, it should be so used. In the rurals, as in the towns, the best time to use the phonograph, as a rule, is at the first call on an interested person, provided this can be arranged and all keep busy. A phonograph may be taken to the farmhouse at each call if all publishers have them. However, if there are more publishers than phonographs in the car, one publisher should not use one in the regular house-to-house service if in doing so the rest of the carload of publishers would be held up waiting while he runs the phonograph records. Instead of thus wasting the time of several other publishers while one is busy, make an appointment to call back at the farmhouse.

When should rural back calls be made? It is recommended that, since the witnessing party is already in the territory, the remainder of the day, from 2:30 or so on, be spent in making the phonograph back calls in that part of the rurals, and thus the calls arranged for in the field would be made the same day, after the regular field service. Also, back calls in the evenings during the week can be arranged. So that the most can be accomplished in making these trips, it is suggested that several of the back calls in a section of the rurals be arranged for one evening, and a carload go out at one time, each publisher equipped with a phonograph, records and literature. The driver can put one off at each place, go on and make a call himself, and pick up the load on the way back.

In making appointments for calling back with the phonograph, the brethren should always be very definite, so that the people will know just when the return call will be made.

What to Do During May

Riches and *Choosing*

The report of the Lord's manifest blessing upon the activities of his people during "His Strange Work" testimony should not induce anyone to feel that now we have done a good period's work and we can take it easy, because the *phenomenal results of this period* cannot be accredited to any creature or creatures. It is the Lord who has brought forth this irresistible message at this time and made it available when the people need it most. It is evident, therefore, that the Lord's time for this work to be done is here; and those who love the Lord, the anointed, the Jonadabs, all who love righteousness, will joyfully participate in carrying out his requirements at this time.

Each and every one of us should determine by the Lord's grace that the splendid witness which started with "His Strange Work" testimony in April is going to continue by his using his faculties as effectively as possible to the glory of Jehovah's name during the coming months. *This work is still to be carried on* in the urban territory. Try to cover all your urban territory with *Riches* and *Choosing during the* month of May, so that by June 1 every unit will be prepared to go into the rural sections and give an extensive witness there.

You have read our text for the month of May on the Calendar pad, and know this is to the point in this respect: "He that regardeth the clouds shall not reap." Of course, he who does not reap cannot have part in the feast of tabernacles or in-gathering, because he would have nothing to gather in. To have part in this during May, carry *Riches* to your urban territory. Anyone who regards anything else than the Lord's requirements now will not be diligent in the King's business and cannot have Jehovah's approval.

During the month of May continue to offer *Riches* and *Choosing*, on a 30c contribution. Where this combination cannot be placed, drop to a booklet offer, three on a 10c contribution, including *Choosing*, another colored-cover booklet, and one self-covered booklet. Get your booklet stock in good condition in placing these combinations.

DIRECTOR
FOR FIELD PUBLISHERS

Sound Machine Hours to Date, 114,916 | June, 1936 | Publishers' Hours to Date, 2,319,844

"Zeal of His House" Testimony Almost Here

Here Is a Lot to Think About

Why the Drop in Hours and Publishers?

How Do Your Results Compare with Those of the Country as a Whole?

Have You Considered Pioneer or Auxiliary Service?

We have just finished compiling the figures covering the activities of the pioneers, auxiliaries and company publishers for the first six months of the fiscal year 1936. A comparison of these figures with those of 1935 gives us food for serious consideration. We are submitting here the table showing the work done and the comparison, and also a few brief comments on the different features, particularly those wherein we have come decidedly short. Commencing from the top of the table we find—

1. A drop of over 240,000 bound books.
2. A drop of over 300 publishers per month.
3. A drop of 170,000 hours.
4. A drop of 459,000 obtainers.

Examining the foregoing in the order presented:

BOUND BOOKS. This drop of 240,000 is to a certain extent offset by the additional booklets placed. The bound book *Jehovah* was released in February 1935, and the brethren throughout the country concentrated in its distribution. This, of course, accounted to some extent for the decrease, for we had no such release in 1936. We believe that the phenomenal placement of the *Riches* book during April and the subsequent months will more than wipe out this decrease. However, each and every one will have to do his part in enthusiastically placing the *Riches* book and booklets with the people.

PUBLISHERS. The drop of 300 publishers each month is serious. In trying to analyze why and where this drop came in we find that there was a drop of 61 from the pioneer list, 140 from the auxiliary list, and 114 from the company publishers. All branches of the service were affected by this drop. Probably the chief reason for it was the intensely rigorous winter, which has been the worst we have had in years. In addition to that we had a widespread epidemic of flu, and floods and other unusual circumstances which played havoc with conditions throughout the country; and, of course, these affected our brethren as well as other people.

Six Months' Comparison

	1936	1935
Books	604,116	846,590
Booklets	7,755,036	6,171,320
Total Literature	8,359,152	7,017,910
Av. No. Pioneers	1,782	1,843
Av. No. Auxiliaries	748	888
Av. Company Pub'rs	17,367	17,482
Total Publishers	19,897	20,213
Field Hours	2,319,844	2,490,057
Obtainers	4,285,948	4,745,015
Av. Sound Machines	2,370	1,937
Sound Hours	114,916	*118,516
Attendance	6,031,611	1,386,918

* Meetings

Nothing much can now be gained by dwelling on these things which are past, beyond noting how far behind we really are and endeavoring, by the Lord's grace, to make up for it as far as we can. The drop in publishers can be aided only by each and every one's having part in the service in the future and endeavoring to be out regularly. In this way we not only will bring our activity up to the normal requirement, but will also succeed as far as it is within our power in making up for some of the time lost during the winter. The big business of the Lord's people now is the Kingdom work. Nothing that can possibly be avoided should be permitted to interfere with it in any way. The weather has definitely settled now, enabling a great many to get out in the field who could not cope with the severe winter. Let each one of these now plan to have a part in the service every week, and as many times each week as possible. Here we are, 22 years into the Kingdom, and still there are millions who have no clear conception of the crisis they are facing. What can we do about it? The Lord has placed upon his anointed, the Jonadabs, and other honest-hearted people who hear the message of his kingdom, the obligation to announce it to others. Let us each do our part in making this proclamation, and the desired results will be accomplished, because this is the arrangement made by the Lord, and he makes no mistakes.

HOURS. We were short 170,000 hours during the past six months. The cause of this condition is undoubtedly the same as that responsible for the fall-off in publishers, and this must be overcome in practically the same manner: by recognizing our responsibility in connection therewith and each and every one's taking hold and doing his part. The 61 pioneers who were forced to leave the service because of weather conditions should all again enroll in the pioneer service as soon as possible, and as many more of the brethren throughout the country as are able to do so. You have received two letters covering this

(Continued on page 2, column 1)

What Have You Done About It?

Some Questions for You to Answer

Can We Make It Better than the April Period?

Here is a question: WHAT HAVE YOU DONE to complete all your arrangements outlined in the May *Director* for the big campaign "ZEAL OF HIS HOUSE" testimony, June 6-14? Every publisher will wish to make a special effort at that time. Every service director and sharpshooter, and all service committees, should have the details of the campaign well in hand, so that each service unit can move forward with zeal and efficiency befitting those of Jehovah's organization. You can check up and refresh your memory with these questions regarding this most important campaign:

What do we place with the people during "ZEAL OF HIS HOUSE" testimony? *Riches*, *Choosing*, another colored-cover booklet, and *Loyalty* (or some other self-covered booklet), in combination. Do you have a good stock on hand?

What is the contribution on which this combination of *Riches* and three booklets is placed? Thirty-five cents. Testimony cards are enclosed with this *Director*. Have you ordered all the extra ones you will need to supply all the new publishers in your unit? When the book and three booklets are not taken, do we offer *Riches* alone? Yes. If *Riches* is not taken, what then? Leave three booklets, on a ten-cent contribution. Do you have your supply of foreign literature for your foreign territory?

Where do we witness? In our small towns and rural territory. Is your rural territory lined up to be thoroughly and systematically covered? What arrangements have you completed for transporting all publishers possible to the rurals? Are witnessing parties to be organized for every day of the period? They should be. Pioneers will continue right ahead to thoroughly cover all their pioneer assignments.

How are phonographs to be used? In addition to any phonograph work in urban territory, the machines are to be taken into the rurals. The all-day witnessing parties can make the back calls during the late afternoons. Back calls can be made during the evenings. Sound leaders, service directors and sharpshooters, have you carefully read, and arranged to put in operation, the program of phonograph work in rurals, outlined in the *Director* for May?

What about TIME in the service? More than ever the Lord's people are realizing that hours in the witness work constitute the chief measure of service and the thing to be striven for. Time should be used efficiently, not wastefully, and each hour spent in real witnessing to the people. Jehovah, giving the increase to the efforts his people put forth, is accomplishing a wonderful witness to his honor. Many of the brethren probably have not yet spent ten hours in the field during one testimony period. Would not that be a good quota for these to strive for during "ZEAL OF HIS HOUSE" testimony? They should set ten hours as their quota. Of course, many of the publishers will be able to devote much more time than this to the service, and, of course, will do so. Especially can our witnessing days be long while in rural territory. We are to take our lunch, and spend all day.

Let all the brethren know that they not only may, but should, do what they can to Jehovah's praise. All are publishers of Jehovah's kingdom. It would be very wrong for any service director, or anyone else, to say that publishers who cannot get in the full quota of hours should not be counted in the total number of publishers. All not only are welcome, but are charged with the responsibility and privilege of taking their full share in the service, whatever that may be, and should be aided in every way by their fellow publishers. Even those who have heretofore taken no active part in the field service should get started during "ZEAL OF HIS HOUSE" testimony. We can witness effectively early in the morning, in the middle of the day, in the afternoon, in the evening; whatever time of day we can get free for service, let us do so. More publishers, more TIME, more accomplished in witnessing and placements.

Remember, too, our slogan: "A *Riches* in every farmhouse." We wish to place this publication with the people. The people are responding as never before. With this special book, this special period, let us make special effort to spend much TIME in the service, doing what we can to put our selves, our equipment, our automobiles, our phonographs, and our HOURS, to work for the Kingdom.

With warmer weather, better conditions, Daylight Saving time (making longer evenings), the June testimony period has many advantages over "His Strange Work" period. Can we make the "ZEAL OF HIS HOUSE" period better than the April period? We'll try, won't we?

Back Calls on "Riches" Obtainers

Riches Opens the Way for Phonograph and Studies

Interested Ones Being Assembled

Referring to the testimony period of April 4-12, at which time *Riches* was first offered to the people, Brother Rutherford wrote: "At the end of this campaign, then assemble the interested ones by use of the sound equipment and establishing study classes and encourage the people to get a knowledge of the truth as quickly as possible." The possibilities of this work first outlined here appear almost limitless. Each service unit and each publisher has a definite responsibility in this regard, and all can have a share therein. What have you done so far in this respect? The campaign of April was just the beginning of this important work; the service in connection with these interested must be increased and continued with our regular service with *Riches*. Some definite steps in accomplishing this follow:

First: Each person who is sufficiently interested to obtain *Riches*, and those who are interested but for some reason or other cannot obtain it, should be told of the *Riches* study in that neighborhood, and invited to attend. Also tell of the arrangement to bring the Kingdom message to the people by means of the recorded lectures. If the phonograph is used at this first call with the literature, run but one or two lectures or so, and, if possible, make an appointment for a return call. This will mean taking the name and address in most cases.

Second: At the back call, take the phonograph, several lectures, and also additional literature. At this time make an effort to organize a *Riches* study, not only for the family where the back call is made, but also to include those other interested persons in that neighborhood. Arrange to hold the study at the home showing most interest, and then, either when first met or on back calls, advise the other interested ones of the study. In this manner the interested ones can be assembled. It takes effort on the part of the publishers. It is a most blessed service, and really must be participated in to be appreciated fully.

Third: When a study is started, it should be turned over to the company organization after two or three meetings, and handled by the company service committee, a leader being appointed. This study leader is also a service leader, carrying to the group the information relative to the company activities, and inviting them to company service and other meetings. He is to take to the group each issue of the *Director*, and aid them in every way to become familiar with the workings of the Lord's organization.

Fourth: Witnessing parties should be arranged to assemble at stated times at the meeting place. These are to be participated in by the regular publishers, who are to assist the newly active ones to get started in the service. Of course, by this time they have manifested their sincere interest. The leader himself should, of course, always be one personally active in the house-to-house witnessing, having a clear appreciation of the issue and the necessity of service, and should lead the group into the field.

Fifth: These new publishers, having progressed in the truth over a period of time varying considerably with different people, will themselves be carrying on the same service as their brethren have carried on in their behalf.

For many years we have realized that "our job is not to convert the world". The work in behalf of the great multitude, the "other sheep" class, is not in conflict with this truth. The fact is that the time is here for the message of *Riches* to be carried to the people, NOW, before the destruction of the Devil's organization. It is our happy lot to do everything we can to aid these of good will to gain a knowledge of the truth. The numbers, the results of our efforts, are not our primary concern; they are the increase which Jehovah gives. Our concern is that we do our part as his witnesses, and clearly now we see that our companions are now to be gathered in, assembled. Back calls on *Riches* obtainers is one of the means to accomplish this. Many companies, sharpshooters and pioneers are having splendid results because of carrying out the above program, and so report to the office. Reports on your activity are always appreciated.

(*Continued from page 1, column 3*)

matter recently. Each one undoubtedly has given them careful consideration and is striving to set his house in order. This six months' report shows the absolute necessity that there be more pioneers in the field. Those of you who can enroll, enroll now. The 140 auxiliaries who for one reason or another had to leave that service should also again enroll in that branch of the service as soon as possible, if they cannot become pioneers; and the hundreds of company publishers who are so employed as to enable them to have time off during the week so that they can meet the 50-hour requirement of the auxiliary branch of the service should also enroll; and those who, because of daylight saving time and more favorable weather conditions, find that they can meet this 50-hour requirement should enroll in the auxiliary service now. By doing this we shall not only bring up the auxiliary enrollment to normal, but also have a part in making up much of the time that was lost during the winter months. And the company publishers have their part. Each and every one of them who is able to do so not only should be in the field service every week, but should set for himself a regular 15-hour monthly quota. If all the brethren seriously consider the various branches of the service, set their house in order, and enter into whichever part of the field they can, it won't be a great while before this deficit in time will be made up.

There is another important feature, also. Each company and sharpshooter organization should set aside every Sunday, if possible, for all-day rural service work in presenting the literature and calling upon the people with phonographs. Start early, take your lunch, and stay all day. If we do this the deficit in the number of obtainers will take care of itself, although it is a serious thing, when we realize that almost 460,000 fewer people received Kingdom literature during the first six months of this year than during a similar period last year. If this ratio were continued throughout the year it would mean that practically a million fewer homes would receive the Kingdom message this year than last. We feel confident that all the Lord's people want to see the Kingdom progress and the activities increased rather than decrease. The Lord will give the necessary increase if we do our part.

Order All the "Riches" and "Choosing" You Can Use

They Will Not Be Sent Unless Ordered

The important book *Riches*, and the important booklet *Choosing*, will not be sent to anyone unless they are ordered. Neither *Riches* nor *Choosing* is being consigned. It is correct that when *Choosing* was first printed some consignments were made by adding a small number of *Choosing* to orders received from companies near Brooklyn, so that at least some of the publishers could have *Choosing* as soon as manufactured, but this is not being done now. So all the brethren are not only to order the number of *Riches* they will need for "ZEAL OF HIS HOUSE" testimony and enough to carry them through the month of June, at least, but to order all the *Choosing* they can use, as well. In sending these orders, include any other publications you will need, both English and foreign. Your order should have been sent in by May 11; if it has not been, it would better be hurried.

Accepting Coupons as Contributions

This May Help Some to Place *Riches*

Many of the brethren throughout the country have been very successful in accepting coupons as contributions in placing literature. These coupons are redeemable in cash by sending them direct to the headquarters of the Premium Department. Do not send the coupons to the Society, but direct to: Premium Department, 62 Grand St., Jersey City, N. J. That organization makes special allowance for schools, churches, etc., of $4.00 for a thousand complete coupons, and this arrangement applies to our work. When you send them the coupons, instruct them to make the check payable to the Watch Tower Bible & Tract Society, and to send it to this office, 117 Adams Street, Brooklyn, N. Y., asking the Society to apply their check on your account. They will do this; so advise them definitely when you send the coupons to them.

Four dollars a thousand would mean four-tenths of a cent for each full coupon, or 13 full coupons would equal 5c; 25 coupons would equal 10c; 63 coupons, 25c; 125 coupons, 50c; and so on. Literature may be placed on contribution of coupons at this rate. Following is a list of the products whose coupons will be accepted by the organization addressed above:

	Coupon Value
OCTAGON	
Laundry Soap—Small size	½
Laundry Soap—Reg. size	1
Soap Powder—Small size	½
Soap Powder—Reg. size	1
Scouring Cleanser	1
Toilet Soap	1
Floating Soap	1
Soap Chips—Small size	1
Soap Chips—Large size	3
BORDEN'S	
Magnolia Condensed Milk	1
Star " "	1
Standard " "	1
Darling " "	1
Challenge " "	1
Leader " "	1
Peninsular " "	1
Pearl Evap. Milk—Small can	½
Pearl Evap. Milk—Tall can	1
Silver Cow Evap. Milk—Small can	½
Silver Cow Evap. Milk—Tall can	1
Daisy Evap. Milk—Small can	½
Daisy Evap. Milk—Tall can	1
KIRKMAN'S	
Borax Soap	1
Soap Powder	1
Cleanser	1
Floating Soap	1
Vigo	1
Soap Chips	3
Granulated Soap	2
RUMFORD	
Baking Powder	
Size 4-oz. Can Post Card Marked 1/3	2
Size 6-oz. " " " 1/2	4
Size 12-oz. " " " 3/4	6
Size 3-lb. " " " 3	18
Size 5-lb. " " " 5	30
Size 10-lb. " " " 10	60
Rumford's Bakes-All	4
KNOX	
Sparkling Gelatine-Complete Carton	2
Knox-Jell—A flavored Gelatine Dessert	1
CREAMETTES	
(A Macaroni Product)—Front Panel	1
Creamette Egg Noodles Front Panel	1
LUZIANNE	
Coffee—pound	4
Tea—¼-lb. package	4

Pack coupons of like kind in bundles of 25, 50 or 100. The brethren may cut out this list and keep it for their file and information.

Golden Age and *Watchtower* Subscription List Increasing

The articles on the "Philistines", "The Great Multitude," and others, have interested many people in careful study of *The Watchtower*. Remember, *The Watchtower* is for everyone who loves Jehovah. Therefore they should read it, study it, and attend meetings. In witnessing inform the people of *The Watchtower*.

The Golden Age has found a marked increase, particularly since the question of flag saluting has been raised. One brother writes: "Receiving notice to call on all school supervisors in regard to saluting the flag is the reason, in one month, of getting 47 new subscriptions." You know that *The Golden Age* brings you information that no other paper will. Read it yourself and get subscriptions for it. Company organizations can avail themselves of distributors' copies. By this we mean that you can get 6 or more copies of *The Golden Age* mailed to one address at 60c each for a year's subscription, the money to be sent with the order. Many companies are now getting more than 100 of such subscriptions and placing them with the public as they witness from place to place, at 5c a copy. This aids in getting subscribers.

Transcription Records

Nearly 4,500 fifteen-minute transcription records are being consigned to all the large companies and sharpshooter arrangements having sound equipment. These records were formerly used on the radio, and are in good condition. These records are ideal for summer sound activity, and arrangements should be made to use them at once in the field as effectively as possible. This consignment was made in harmony with the reorganization of the transcription service, an outline of which was sent to all brethren concerned. Under the new arrangement all consignments of transcription supplies will go direct to the service director or sharpshooter, instead of (as heretofore) to the individual brethren owning sound equipment. Each company will maintain a central stock of transcription records, from which all sound cars and PTM's are to be fed. If pioneers desire to use some of these 15-minute records, they may borrow them from the various companies. The time is here for a vigorous sound campaign, and everyone should co-operate to this end.

INFORMANT

July, 1936

Jehovah's Praise

Let It Resound August 1 to 9

The Next Testimony Period

Check over your stock of *Vindication* 1, 2 and 3, and see that you have a good supply on hand, ordering all you will need. Use from your storage stock, getting this ammunition in the hands of the publishers ahead of time, because these three volumes are the special campaign pieces for "JEHOVAH'S PRAISE" testimony period, August 1 to 9 inclusive. These three will be presented, on a contribution of 50c, and any of the brethren may use *Light* 1 and 2 and *Prophecy* along with the three *Vindication* books, on a contribution of a dollar, or place these others with those who already have *Vindication*. What an offer to the people! Special three-book wrappers will be sent with the next *Informant*, as well as testimony cards presenting this special offer.

When the 50c combination cannot be taken, drop to *Riches*, on a contribution of 25c; and if a smaller combination is desired, present three booklets, two colored-cover and one self-covered, on contribution of 10c.

This is the midsummer campaign, and is vacation time. Those brethren who are engaged in secular work, why not try to join the Bethel family in having your vacation to embrace "JEHOVAH'S PRAISE" testimony period, and make this your big period of the year so far for hours in the service? Good news in respect to this special offer of literature: It does not end with the 9th, but is to be continued throughout the entire month of August, only!

The company territory should be covered with *Riches* by the end of July. Those who have received *Riches* should be specially called on during August, as they should certainly be anxious to have further Kingdom instruction. Aid everyone in the company and associated therewith to take part in the service at this time.

Jehu, his work; Jonadab, his antitype; the man with the inkhorn, his commission, and what he foreshadowed: this is all of great importance to those who take their stand on Jehovah's side before Armageddon. In detail, these and other related truths are dealt with in the publications offered to the people during this period. Let everyone show his love for the Lord by his efforts in singing JEHOVAH'S PRAISE with these special provisions, and, additionally, in using the sound equipment during the August campaign.

The fight is on: the battle between truth and entrenched lies. Make your share in the battle as effective as possible by getting in TIME in the field. All-day witnessing, lunch in the territory, weekday service: these will help build up your hours and results to JEHOVAH'S PRAISE. The ambassador of Jehovah speaks to His people saying, "Arise ye, and let us rise up against her in battle"!

Prepare now, laying out your territory, checking over your stock of *Vindication* books. Arrange your vacation or what time you can so as to make this a week to Jehovah's praise.

NAME

With God's children there should be nothing in a name to furnish an excuse for the exaltation of men. Some persons appear to gladly seize upon the meaning that may be placed upon a name as an excuse for self-exaltation or for unnecessary criticism of others.

The name "Director", by which this paper has been known for some time, means in the English merely one who transmits information concerning the directing or instructions relative to field service work. In some languages, however, the word when translated appears to have a different meaning. For instance, the name "Director" translated in one language is given the meaning of "Commander, Big boss, or Important one". All such names are displeasing to the Lord and should be avoided. For reasons assigned, this paper hereafter will be designated as INFORMANT. That name means merely one who or that which gives information. The purpose of this paper is to give information to the field workers about the work and the manner in which it is to be done, so that all may work harmoniously. When you receive your copy you may expect to find therein up-to-date information given out by the Society organization for the benefit of those who do the publishing work concerning the Kingdom.

When a man desires to be approved of men, the Devil seizes upon that selfish desire to induce such a one to exalt himself and thus cause friction in the Lord's organization. It seems best, therefore, that the following changes should be made in the names or titles of positions held in the organization, to wit: Instead of using the name or title "company director", hereafter that position will be known as "company servant"; instead of using the name "regional service director", hereafter that position will be known as "regional servant"; instead of "divisional leader", hereafter that position will be known as "divisional servant". Remember the words of the Lord Jesus: 'For one is your Master, even Christ, and whosoever shall exalt himself shall be abased.' (Matt. 23:9-12) All the true followers of Christ Jesus are servants. There is no excuse or justification to exalt one above another. To whatsoever position one in the Lord's organization is assigned, he should serve obediently and joyfully and without murmuring, complaining, or faultfinding.

Where a number of companies are working together, for instance, such as the area of Greater New York or London, the person who takes the lead and transmits the instructions received, instead of being known as "service director", will hereafter be known as "servant of companies", and the servant of the separate companies in this organization will be known as "captain of service".

Hereafter none of the servants in the field will be known as "sharpshooters". That is eliminated, and all such workers are considered as companies or integral parts of companies. If there is just one isolated person in the community, instead of being known as "sharpshooter", he is merely a servant, meaning, of course, servant of the Lord.

Let us see to it that no excuse is furnished for self-exaltation of any creature. We are all brethren in Christ and delight to serve one Master and one God. All at unity in Christ will work exactly in harmony and will be willing and anxious to carry out the information received through the INFORMANT, or other means that proceeds from the proper source.

Heretofore the Society's representative at a branch office has been known as "manager" or "director". Hereafter such representatives will be known as "branch servants", meaning the representative of the Society at a branch office, acting with authority from the main office of the Society and, of course, as servant of the Lord. All branch offices, please be governed accordingly.

WATCH TOWER BIBLE & TRACT SOCIETY

by J. F. Rutherford President

July, 1936

New Phonograph

Weighs Only 9¾ Pounds

The use of the phonograph is becoming more pronounced every day. Its use in the field is bringing splendid results and presenting clearly to many of the "great multitude" the truths which sweep away the refuge of lies. Do you have one? and are you using it?

The Society has just completed a newly designed phonograph, the size of which is 14 x 13 x 5 inches, covered with brown cloth and having rounded corners. Its weight is 9 pounds 13 ounces, and one can carry three discs. With the three discs it weighs 12 pounds 6 ounces. This machine is made very compact, which could be accomplished only by use of a removable tone arm. It is a very simple matter to attach this in its proper position, and it is ready for use immediately. The volume is just as strong as of the previous model, and its tone is of the best quality. When the machines are sent out from here they are timed properly, at 78 r.p.m. Do not change this.

The phonograph is being placed with the company publishers and auxiliaries with three discs on a contribution of $10.00. If you already have records and prefer this phonograph it can be had for $8.00. Special rates are made for pioneers. Order your phonograph now. Keep them busy in your regular door-to-door witnessing, back calls and loaning to parties who will use them extensively. Have in mind that this new phonograph is 5½ pounds lighter than our last one.

Riches Studies

In addition to carefully reading *Riches*, the brethren of all company units will wish to study this publication. There should be available in every unit a study of *The Watchtower* and the *Riches* book which all may attend. It is recommended that those companies that have not already done so institute *Riches* studies even if this necessitates the changing of some of the other book and booklet studies which are now being held.

As soon as possible, therefore, all studies of newly interested, including the studies developed from transcription and phonograph meetings, should use *Riches* as the textbook. The information contained therein is of great importance and will prove most valuable as a study, not only for those recently coming to a knowledge of Jehovah's purposes, but to all the Lord's people, the anointed as well as those of the Jonadab class, and a careful study will prove most profitable.

Year Book—15c

There are a few left.

Six months of the year have elapsed and we find on checking our inventory that there are a few of the *Year Book of Jehovah's witnesses for 1936* still on hand. The Society is pleased to dispose of these to anyone anywhere, on a contribution of 15c. Please place your orders now, that you may make good use of these books during the remainder of the year.

"Riches" First Week's Placements

Surpasses Any Previous Distribution of Books

Publishers Increased; Hours Dropped

The result of "His Strange Work" testimony period has been waited for with anticipation by the brethren everywhere. Herewith find a comparison between "His Strange Work" testimony period of April this year and the "Anointed's Thanksgiving" period, of April last year.

The *Riches* book went splendidly. It has exceeded any other single bound-book distribution we have ever had by over 35,000. In fact, the INCREASE in *Riches* placements over its closest competitor, *Preparation*, was greater than the TOTAL placements for special periods a few years back. We placed 140,491 *Riches* during that week, to compare with 104,553 *Preparation*. The figures in this comparison speak for themselves.

Let each one of the anointed and their companions, however, study them very carefully, compare them with their own personal activity and see how the Lord really blessed them by permitting them to have a part in contributing to this splendid increase, and also let each one examine himself and see to what extent he was responsible for the decrease in time spent in the service. Even though there were 611 more publishers in the field during "His Strange Work" period, this year, than there were during "The Anointed's Thanksgiving" period, of April last year, we are 16,521 hours short of last year. In other words, the average number of hours per publisher dropped from 11.3 hours last year to 10.3 hours this year. That drop, on an average of one hour per publisher, meant just 13,500 *Riches* books. In other words, if we had maintained last year's average, each publisher putting in 11.3 hours, we should have 13,500 more *Riches* in the hands of the people than were placed. There is much food for serious thought here on the part of each and every one of us.

	"Strange Work" Period April 1936	"Anointed's Th'ksgiv'g" Period April 1935
Books	140,491	18,895
Booklets	394,634	1,200,521
Total Literature	535,125	1,219,416
Workers	24,612	24,001
Hours	253,548	270,069
Obtainers	372,970	631,008
Sound Machines	1,748	1,382
Hours	8,507	6,114
Attendance	401,404	97,213

The world-wide report will be ready shortly, as soon as reports of all countries are in. We hope next month's *Informant* will have it complete.

Seven Months' Comparison

What is happening to our time? We are behind 172,305 hours!

	1936	1935
Books	865,801	937,349
Booklets	8,588,597	8,084,373
Total Literature	9,454,398	9,021,722
Av. Pioneers	1,797	1,846
Av. Auxiliaries	756	886
Av. Company Pub'rs	18,359	18,218
Total Publishers	20,912	20,950
Field Hours	2,842,682	3,014,987
Obtainers	5,015,654	5,826,947
Av. Sound Machines	2,403	1,969
Sound Hours	134,216	
Attendance	7,035,609	1,660,944

Spanish Transcription Records

Transcription records of "Separating the Nations" translated into Spanish have recently been consigned to the companies and pioneers using sound equipment and located in Spanish territory. The Society has now on hand some other Spanish transcription records (33⅓-r.p.m.) formerly used over the radio. This supply is made up of the following lectures: "Commerce," "Way of Escape," "Effect of Holy Year," "Kingdom Blessings," "His Organization," "World Recovery," "World Control," and "Flee Now". Upon request a supply of these records will be sent without charge to any company or pioneer able to use them effectively among the Spanish-speaking people. When making your request, specify which lectures you would like to have. This also applies to the brethren serving under the Brooklyn office but living in Cuba, Costa Rica, Panama, Canal Zone, and Colombia.

Vacation

Place Your Orders Now

No Mail Will Be Answered

The factory and office at Brooklyn will be closed from July 25 to August 9 inclusive. During this period of two weeks, members of the Bethel family can enjoy the privilege of witnessing in the field with other Kingdom publishers. No orders will be filled and no shipments made of literature during this time. If you need a supply of books or booklets, order sufficient for the two weeks of vacation and at least the four weeks following. Every company servant and pioneer and auxiliary publisher should check your stock immediately and within the next two weeks place your order. Do not run short of literature. Have plenty of ammunition to carry on during the "JEHOVAH'S PRAISE" testimony period, which is August 1-9. Please bear in mind that orders cannot be filled during vacation period, as no one will be here to answer letters or telegrams. The mail will be given immediate attention on the reopening of the factory on August 10.

Any new territory required should be written for now. Please do not wait until the last minute.

"There Is No Want to Them That Fear Jehovah"

That is the statement on the July Calendar pad. You can appreciate this assuring expression because we understand that the fear of the Lord is to hate evil, pride and arrogancy. Those who are in Jehovah's organization surely hate the Devil and all of his wicked arrangements, and because of their devotion to Jehovah they have no want. The Lord has furnished the people with a bountiful message contained in *Riches*, and during the remainder of June and all of July the special combination will be made of *Riches* and three booklets, on a contribution of 35c. By June 15 more than 1,200,000 *Riches* books will have been shipped out at the Brooklyn factory alone. The demand is as great now as it was two months ago, if not more so. June and July should be big months for *Riches*. Do not forget to keep a good supply on hand, particularly for the vacation period. Maybe you would better check your stock, and order, along with *Vindication*, *Light* 1 and 2 and *Prophecy* for the August campaign, unless you have a good storage of these books.

Are You a Pioneer or an Auxiliary?

Can You Be?

Each company (which from now on, of course, includes all organizations which were formerly known as "sharpshooters") will receive from June 11 to 15 a special letter addressed "to all publishers of the Kingdom", and it has to do with the pioneer and auxiliary service.

The company servant is being instructed in each case to read the letter to the largest assembly of publishers at the first opportunity and to devote part of the next two service meetings to a discussion of the contents of this letter, and, further, the study leaders are to take up the matter at their respective meetings during the week between the two service meetings at which this matter is discussed and are to consider ways and means of taking advantage of these privileges of service.

MAKE THIS A PIONEER-AUXILIARY WEEK.

The "Informant"

Company Servants to Order More if Needed

It is noted that some of the companies are not receiving as many copies of the *Informant* of each issue as publishers they are reporting in the field. Everyone in the service should receive the *Informant* regularly, and read it, that he may be well informed as to the witness campaign and can take part therein. The *Informant* should be studied at the service meetings. The chairman of the various study meetings of newly interested can supply those attending who do not get it at the service meeting, so that all who desire to do so may receive it. If your company is not receiving a sufficient number of copies of each issue to supply all, the company servant should advise us at once of the quantity needed.

New Radio Folder

A new radio folder is being prepared advertising the stations throughout the United States now carrying the regular five-minute series by Brother Rutherford. It has been changed considerably, and one point of importance that should be noted by the brethren is the announcement that a special service is carried on by Jehovah's witnesses, namely, the use of the phonograph, by which these lectures can be brought to their home at the time convenient to the person desiring these lectures. This notice closes with the statement, "Address Watch Tower, 117 Adams St., Brooklyn, N. Y., or Phone." The brethren can stamp on these radio folders their phone number and local address before distributing them in their territory. It might be well to choose the phone number of some individual where there is usually someone at home. Pioneers in isolated territory, if at some rooming house, might obtain permission from the landlord to stamp his phone number, and explain to this party to get the name and address of anyone you might phone. The truth should be made available to all persons, whether we find them at home in our regular door-to-door witnessing or not. Radio folders should always be left at homes when no one is there. Do not, however, leave them in the mail boxes. Slip them under the door or in some other convenient place where they will be found.

Foreign Language Phonograph Records

The Society has on hand a few records in French, Hollandish and German. If any of the brethren desire to use these in their witnessing work they can be had at $1.25 each when taken singly, or at $1.00 each when ordered in lots of five or more. Please note that one record contains only one lecture, divided up into two parts, one part on one side and one on the other. These lectures are a translation of Brother Rutherford's 4½-minute phonograph lectures, except that only one lecture is recorded on a disc, instead of two. We give below the numbers that are available in each language, showing the titles in English. When ordering, please be sure to specify the language desired.

German

No. 1	Jehovah	No. 6	Armageddon
No. 2	Rebellion	No. 8	The Dead
No. 3	Redemption	No. 10	Resurrection
No. 4	Life	No. 16	Keys
No. 5	Kingdom		

French

No. 2	Rebellion	No. 5	Kingdom
No. 3	Redemption	No. 6	Armageddon
No. 4	Life	No. 7	Soul

Hollandish

No. 2	Rebellion	No. 8	The Dead
No. 3	Redemption	No. 10	Resurrection
No. 6	Armageddon		

No Eyes, but They See

Many of the brethren in their witness from door to door contact people who have lost their natural sight but are anxious to see the provision God has made for their eternal welfare. The pioneers and other publishers should take occasion to find out the interested ones who have lost their natural sight, and do what they can to help them. We suggest they write to the Society's department for the Blind at 1210 Spear St., Logansport, Indiana. You cannot fully appreciate the real pleasure the blind people have in reading the truth in the Braille language.

Sound Cars and PTM Machines

A wonderful work is being carried on in the field by means of the sound cars and the portable transcription machines. Many of the brethren who have only the portable transcription machines have the wrong idea that this can be used only indoors. If you do not have a sound car, and even if you do, put your transcription machine in another car, set the horn on the roof and operate these transcription machines throughout your territory just as you would a sound car. The transcription machine which you have has sufficient power to be heard for one or two blocks, and the machine can be used right along with the publishers in the territory. Put your equipment to use. Time in the service with these sound machines, sound cars and phonographs is as essential as your door-to-door witnessing.

For those of you who have ordered sound car equipment No. 3 the Society is manufacturing them as fast as possible. We are back on our orders and we are trying to fill them in the order in which they were received. At the present, orders are being received faster than we are making them; but do not let this deter you from sending in your orders, as everything possible is being done to dispatch them. Summer is here. Keep the sound cars and PTM machines busy in Kingdom work.

INFORMANT

SOUND MACHINE HOURS TO DATE, 152,390 | AUGUST, 1936 | PUBLISHERS' HOURS TO DATE, 3,290,033

NATIONAL PETITION

Listeners Eager for More Broadcasts

Hierarchy Threatens "More Drastic Action"

Humble persons of good will who have listened to Jehovah's Kingdom message as broadcast in speeches of Brother Rutherford frequently write the Society that they want to hear those broadcasts oftener. Three years ago the Roman Catholic press made world-wide announcement of the Hierarchy's decision to "drive Rutherford from the air", as they put it. They tried. They staggered in the attempt. "But the end is not yet."

Hating the truth broadcast throughout the world last February, in "Separating the Nations", high officials of the Hierarchy at Vatican City and in this country have conspired anew to take "more drastic action" to accomplish their announced purpose. Fresh attempts to coerce owners of radio stations are being launched. The Catholic press renews its campaign of stout protests, insisting that "Judge Rutherford misrepresents the teachings of the Catholic church" and therefore he must be stopped; or "electrocuted", says one of the Hierarchy's agents. Another of its so-called "fathers", a principal (but unprincipled) representative at New York, blandly proposes death for all of Jehovah's witnesses! And now prayers of "the faithful" during the month of August are called for by the head of the Hierarchy, 'to save us from the infamous Judge Rutherford of the Watch Tower movement.'

Reasonable persons, including even many of the "Catholic population", are beginning to see the inconsistency of the Hierarchy's position. Catholic leaders are being asked, Why plan murder? Why not openly show the people wherein Judge Rutherford misrepresents the Catholic teachings?

At Philadelphia, in June, many of such fair-minded ones signed a petition to WIP, prominent radio station there that had been forced by the Hierarchy to discontinue broadcasting Brother Rutherford's answers to Bible questions, after that station had refused to break its contract to broadcast "Separating the Nations" in February. Now thousands at other places in Pennsylvania and New Jersey are joining in that petition, asking WIP to broadcast a public discussion of the disputed questions, 'one side to be taken by a high Catholic spokesman and the other side by Judge Rutherford.'

Honest Catholics, as well as others, are reporting that the demand for such an open discussion is by no means limited to the people of Philadelphia and vicinity. We agree, and also believe that throughout this entire land there are millions who are eager not only to hear those disputed questions reasonably discussed but also to sign a petition asking that such a debate be arranged and widely broadcast.

In the public interest, therefore, and for the public convenience, petition blanks and introductory cards similar to those now in use at Philadelphia have been printed and are being contributed to all who want to use them.

ORDERLY CO-OPERATION

Any isolated pioneer or other publisher not associated with a company and who desires to assist persons that want to sign the petition will be furnished blanks and cards on request.

Companies are being supplied a sufficient quantity of cards and blanks for immediate use. When more are needed, let us know well in advance.

Let each publisher be provided with a separate container (celluloid) for the special green introductory card. Also provide each one with a substantial cardboard of same size as petition blank (8½ inches by 11 inches). Upon that board two or more petition blanks can be fastened with rubber bands, to keep blanks neat and clean. Cardboard may be folded in half, lengthwise, with blanks inside (lengthwise), and thus be carried conveniently. Carry also a fountain pen or indelible pencil.

At each home or business place, FIRST present the special green card and petition.

That being disposed of, then introduce the literature, using at all times the current presentation. During this petition service, instead of using testimony card for literature, we recommend a verbal testimony, formed according to the current testimony card, either word for word or including in your own language the points shown in card. (For use wherever desirable, carry with you in a *separate* celluloid container the literature testimony card, so as to be ready to present that card whenever you see fit.) Let this manner of serving the petition and the literature from now on be carefully considered and clearly understood by each publisher. Note well: Make it a habit to see that each signer of the petition fills in correct address, completely, including city and state.

NAMES FOR COMPANY'S FILE

As each petition sheet is filled, let name and address of each signer be copied with care on a separate slip or card, suitable for filing, using paper of uniform size for each name. Such copying by typewriter is, of course, preferable. In due time further information will be sent as to use of copied names kept in the company's file.

Petition sheets filled turn in promptly to the company servant.

(*Continued on page 4, column 1*)

"JEHOVAH'S Praise"

Splendid Offer for the People

"Vindication" Books Real Aid to "Riches" Readers

Watch Your Time in August

Those who love the Lord have been looking forward to this period with much joy and anticipation. Just as the psalmist, after having a vision of the vindication of Jehovah's name and the great honor and privileges conferred upon the Lord's people of his day by Jehovah, called upon everything that had breath to join him in praising Jehovah, so, today, Jehovah's witnesses, who have the Kingdom vision and see the vindication of Jehovah's name and their privileges in connection therewith, call upon all who have breath to praise Jehovah. This is done by taking the Kingdom message to the people, that they may see the majesty, power and supremacy of Jehovah and bow down before him. "The dead praise not the Lord," and none of the Lord's people can be classed as among the dead. They are in "the land of the living". They have passed from death unto life and are to use their faculties to exalt and magnify the name of the living God, that is, sing Jehovah's praises.

The time set aside for this period is August 1-9.

Are you making the necessary preparations NOW to have as much time as possible to sing Jehovah's praises during this period?

As a pioneer, are you planning to put in at least 40 hours in the service during that time?

Or, as an auxiliary, are you planning to put in at least 20 hours?

Are you a company publisher and planning to put in 10 or more hours during this period?

NOW is your time to do the planning and arranging; do not wait until the last minute. This is not a large amount of time, and everyone who really recognizes the issue and appreciates the privilege of praising the name of Jehovah will be glad to do that, and more, if physically able to do so.

What kind of combinations are to be featured during the period?

3 bound books, on a 50c contribution.

6 bound books, on $1.00 contribution.

Where neither combination can be placed, drop to *Riches*, on a 25c contribution.

If that cannot be placed, 3 booklets, on a 10c contribution, are to be offered.

This variety of presentations should result in the placement of something in almost every home. In your booklet combinations always be sure to have the *Choosing* and another colored-cover booklet and one self-covered booklet.

What literature is to be used? *Vindication* 1, 2 and 3 is the initial combination, on a contribution of 50c. *Light* 1 and 2 and *Prophecy* are to be included on a $1.00 contribution, and in homes where they already have *Vindication* the latter three may be placed, on a 50c contribution.

The fight is on, and the three main things we have to contribute to the battle are, faithfulness, time, and zealous enthusiasm. Let us give all three of these unstintingly. The Lord has graciously arranged for each and every one of us to be supplied with a special testimony card, a special attractive wrapper, and a decided reduction in the literature. The field is ready; the Lord's grace and blessing are assured; the rest is up to each and every one of us. Let us, therefore, respond with zeal and enthusiasm. "Let every thing that hath breath praise the LORD. Praise ye the LORD."—Ps. 150:6.

What to Do During September?

Place Booklets and Lots of Them

The special offer of the three bound books on a contribution of 50c ends August 31, and all books are thereafter to be placed on a contribution of 25c each.

During the entire month of September the brethren will concentrate on the distribution of the *Choosing* booklet along with *Loyalty* or the *Government* booklet and any other colored-cover booklet you may wish to use. Order all the booklets you will need for the month, so your stock will be in good condition before vacation or right after it. Any old stock on hand may be cleared out during September. Keep in mind that September work is three booklets (two colored-cover and one self-covered) on a contribution of 10c. Pioneers may find it necessary to witness with bound books, so as to carry on more effectively. This may be done.

August, a month with bound books; September, a booklet month; and September ends our year. Plan your work for this month. Company servants, and service committees, get the booklet supplies into the hands of the publishers, and complete all arrangements for getting them into the hands of the people. In order to equal last year's booklet placements we have a tremendous work to do with booklets; and September is the last month. Let every one have a share in this and PLACE BOOKLETS.

What We Have Done, and What We Still Have to Accomplish

As the year progresses the comparative reports are of increasing interest to those who have the witness work at heart. You remember that the seven months' comparative report showed we were behind by 71,145 bound books, ahead by 504,224 booklets, ahead by 432,676 pieces of literature, behind by 38 in average number of publishers, and 172,305 hours under the number for the seven months of last year. Now look at the report of eight months this year and eight months of last year, October to May inclusive:

EIGHT MONTHS' COMPARISON

	1936	1935
Books	1,049,234	1,003,812
Booklets	9,278,510	9,080,564
Total Lit'ture	10,327,744	10,084,376
Av. Publishers	21,111	20,738
Field Hours	3,290,033	3,371,239
Obtainers	5,573,122	6,395,849
Av. Sound Mach.	2,409	1,986
Sound Hours	152,390	
Attendance	7,938,536	1,925,912

Notice the great increase in bound books, accounted for by *Riches*. Booklets have taken a corresponding drop, although they are still ahead a little. However, to keep this lead, and increase it if possible, every publisher must remember to leave the booklets in combination with *Riches*, and booklets alone when *Riches* cannot be taken, and get out those pieces of literature at every call possible, which will increase the witness given. The number of publishers is going in the right direction, and this should certainly increase. No doubt there are many in the companies throughout the land who have not previously awakened to their privileges and responsibilities, and these may join in the work Jehovah is doing, and as the publishers increase as they should a greater witness may be given.

And now the total of hours, that very important item, which each one of the Lord's people can affect one way or the other. It is still under last year by 81,206, but last month it was 172,305 less than a year ago. The brethren who are really in the war now are making an effort to increase their hours, and the trend in hours is in the right direction. Now we have to keep this up and 'let not our hands be slack', if we bring our TIME in the field ahead of last year and to the quota. There is still a big loss to be made up, and TIME IN THE FIELD must have the attention of every company servant and publisher.

The report as a whole is very gratifying, and manifests Jehovah's rich blessing on those who are putting first the interests of his kingdom. With the few remaining months of this year the Lord's little army should, in His strength, accomplish a splendid witness, surpassing the summer work of any previous year; and this can be done by diligent planning and effort on the part of each one to spend TIME in actual house-to-house witnessing.

Magazines

Are there many people not associated with your company organization reading the *Watchtower* and *Golden Age* magazines in your territory? There should be. According to the distribution of *Riches*, there are hundreds of thousands of persons desirous of having a clearer understanding of God's purposes. Why not have these people in touch with God's organization through one of its publications, *The Watchtower* or *The Golden Age*? Mention these magazines particularly on your back calls.

Provide Studies for Jonadabs

Riches Invitation Slips Prepared

The importance of the establishing of studies throughout the territory of the company cannot be overstated. These studies must be so arranged for the convenience of the interested. Those who obtain literature should be invited to attend the nearest *Riches* study. So as to aid the publisher in doing this work, the Society is printing an invitation slip neatly arranged which the publisher or the one in care of the territory can fill out in advance. There should be written on this slip, neatly with pen or typewriter, the street address, the day and time of the *Riches* study nearest to the territory you will be working in during the day. A slip is to be left with each placement, or with those very much interested and who have previously obtained literature. A copy of the invitation slip is sent along with the *Informant*. Please show it to the publishers, and place your order. In lots of 1,000 they can be had at 40c, the same as the radio folders. They should be ordered with other literature and supplies. Be sure that all publishers are furnished with slips with the proper address written thereon for the territory being worked.

At the meeting place there should always be one of the electric signs furnished by the Society, so that the newly interested will know where to attend. Even though they have the address, they will feel more confident in a home where the electric sign is displayed.

Publishers should always be on the alert to find locations for new *Riches* studies. In many instances these are begun by the use of the phonograph. Pioneers should arrange them in their territory, and, before leaving, ask one of those present to carry on the meeting in the same manner that they have been conducted. These groups should be reported to the Society if you believe it possible to organize them for field work.

It seems advisable that each company organization keep a card file of all publishers and persons of good will who have attended one or more meetings, and at various times throughout the year send them one of these invitation slips or a post card asking them to come to these meetings. This should be done periodically if they are not regular attendants of the company studies. We want to aid the great multitude all possible in taking their stand for the Kingdom.

A Respectable Presentation

of the Kingdom Message

The Kingdom message should be presented to the people in a respectable manner, which means, in a manner deserving of regard, and decent in behavior. Let those who are bearing to the people a message of the Devil's organization conduct themselves in a manner befitting the one they serve, if they so desire; but this is not for Jehovah's messengers.

Sincerity and earnestness in presenting the truth to the people is that which accomplishes good results. In carrying *Riches* and other literature from house to house, the most effective witness is given in showing the people that you really believe what you tell them. Those of good will recognize that the publisher is sincere, and, because of real earnestness and enthusiasm coming from courage and conviction, are impressed; and, more than anything else that the publisher can do, this respectable presentation results in placements of the printed message.

How different this presentation is from a bulldozing method, which is wrong. Why should one become angry with those to whom he witnesses, or tell them they 'have no brains', or make any such remark, which is not respectable or decent behavior? Occasionally someone errs in the manner of presentation. Let all carefully observe the rule and not displease Jehovah or dishonor him.

Riches in Foreign Languages

The Society now has on hand a good supply of *Riches* in Spanish, Italian and Greek. Additionally, we shall shortly have in stock *Riches* in Bohemian, French, German, Hungarian, and Swedish, also *Creation* in Portuguese.

Do You Have the *Year Book?*

The Society is clearing out its entire stock of the 1936 *Year Book of Jehovah's witnesses*. These are being offered on a 15c contribution.

With This *Informant*

There is being sent along with this *Informant* petition blanks, testimony cards for the petition, wrappers for the three bound books, testimony card for the August campaign, sample of invitation slip to *Riches* studies.

Special Testimony Card

Any pioneers or other publishers desiring testimony cards which present four bound books on a contribution of one dollar, for general use, may order the number they need, as we now have a stock of these on hand, a new card having been prepared. These will be sent only on order.

Company Servants' Reports

Company servants formerly known as sharpshooters will continue to use their yellow report cards until new ones are supplied. Instead of heading the yellow report card by using your personal name, use the name of the town or city in which your company is located. Sign your own name on the bottom of the report card in the space generally used for remarks. This change is effective at once. If you will follow these brief instructions we shall be able to properly identify your reports when they come in to this office.

Electric Sign Is Doing Good Work

The one thing the Lord's people must do is to keep the message of the Kingdom before the minds of the people. The Lord's organization is for the sole purpose of advertising the King and the Kingdom. Why not, then, advertise by the use of electric signs? The Society still has a good supply and can fill all orders. The company servant should take up this matter in detail with the brethren. It is necessary that we identify ourselves publicly, so that those of good will who are seeking the truth may know where we are in case we miss them.

Report Cards Must Be Properly Marked for Credit Allowance

During the month of August the brethren throughout the United States will have the privilege of offering the three *Vindication* books on a contribution of 50c. Many of the pioneers and some auxiliaries and company workers will want to offer six bound books on a contribution of a dollar. This may be done by offering *Vindication* 1, 2 and 3, *Light* 1 and 2, and *Prophecy*. In order to obtain the proper credit on your account because of the reduction, it is absolutely necessary to mark on the bottom of your report card the number of three-book combinations placed. If you place one six-book combination, that is equal to two three-book combinations and should appear on the report card as follows: "2 combinations of 3 books." Adjustments will be made on auxiliary and company accounts only. The companies will be allowed a credit on their account of 15c for each combination; the auxiliaries, 18c. It is definitely understood by the Society that you do not want any credit on your account if there is no statement of number of combinations placed marked on the bottom of your report card. Credit will be made on all company and auxiliary accounts where a notation of combinations is made. The treasurer, stockkeeper and company servant should make it their business to check the report cards before they are mailed in to the Society. Send in your report card correctly made out. Companies should use their storage stock, and when auxiliaries and pioneers in company territory run out of literature they may borrow, and replace with books as they desire later. Please have in mind that if the party does not take the combination offered, then you will drop to the *Riches* book on a contribution of 25c, or 3 booklets on a contribution of 10c. Credit is not given on single placements; only on combinations. Be sure that the publishers turn in this information to you on their report slips.

The New Phonograph

Greatly Appreciated

A light-weight phonograph is now being manufactured by the Society for the purpose of advancing the Kingdom interests. Those who have seen it and used it are very much enthused over its quality of tone and its lightness in weight. With this use of the phonograph the brethren are able to put in much more time in sound work than before. The orders are extremely heavy. We are making them as fast as possible to fill these. We believe that many more of the brethren will desire one to aid them in their witness work. The big reduction in cost that was made possible by manufacturing in large quantities makes it possible now for many more of the brethren to get the phonograph and use it in the service. It is being offered on a contribution of $10.00, including three records of your choice, or if you have records now the phonograph can be had for only $8.00.

There is now in course of preparation a series of signs which the Society hopes to print within the next month. These signs will be changed weekly. As soon as they are prepared notice will be set out in the *Informant*, and they should be ordered by the company servant for all those who have signs. However, the main thing to do in the meantime is to get your sign and put it into use. These signs complete are only $1.50.

'His Strange Work' Report

'Multitude' Showing Themselves

A Quarter Million Bound Books in Nine Days

The report which is set out in detail below is most interesting, and one could very easily spend an hour examining the contents. The first column points out a real increase as to those associating themselves with Jehovah's organization. More than 71,000 persons attended the Memorial, whereas 53,835 partook. A total of 46,209 publishers engaged in the field work. Where were the other 25,000 who attended the Memorial service? These should be aided so that they might see more clearly their responsibility, and it is hoped that in the October campaign at least 50,000 workers will take part in the "Battle Shout". All the brethren found that *Riches* goes so well with the people. Christ Jesus is gathering the "other sheep", and those of us who are proclaiming the Kingdom are specially privileged in bringing to the great multitude the message concerning the Kingdom. Many booklets also were distributed, bringing the total of literature up to 1,258,440 pieces placed; and a splendid witness was given by means of sound equipment, too. Over a half million people heard the message in "Separating the Nations". It is very encouraging to have these combined reports, for undoubtedly every one of us now not only will prepare for "JEHOVAH'S PRAISE" Period but will look forward with interest to the next international period, "Battle Shout." Reports from far and near are set out herewith.

"His Strange Work" Testimony—April 4-13, 1936

COUNTRY	Memorial Attendance	Partaking Memorial	No. Pio.	No. Aux.	No. Company	Total Publishers	Hours	Obtainers	Books	Booklets	Total	Sound Meetings	Sound Attendance
Alaska	7	7	1			1	35	185	48	265	313		
Albania	30	30	1		14	15	137		1	950	951		
Antigua	7	3	1		1	2	7	16	23	37	60	2	87
Argentina	98	92	18		65	83	2,263	5,760	354	9,339	9,693	6	355
Australia	1,478	1,151	157	74	1,246	1,477	22,563	37,243	16,523	35,411	51,934	1,778	32,856
Austria	650	650											
Bahamas	20	16	2		7	9	147	343	253	109	362	17	474
Barbados	82	65	5	5	25	35	370	502	312	581	893	1	35
Belgium	142	105	21	2	100	123	2,219	5,568	388	7,738	8,126	14	561
Brazil	194	105	8		54	62	846	1,231	69	1,587	1,656		
British Guiana	148	103			17	17	110	250	154	117	271	1	50
British Honduras	1	1			1	1	12	11	9	2	11	5	250
British Isles	6,258	6,275	175	103	4,443	4,721	34,707	95,387	23,439	95,403	118,842	1,759	49,906
Burma	37	33	1		17	18	128	285	55	524	579	2	52
Canada	4,664	3,493	141	26	2,738	2,905	22,289	32,799	11,803	32,948	44,751	1,044	23,426
Canal Zone	40	17	4	3	9	16	234	431	235	601	836	26	268
Ceylon	9	9	1		3	4	21	101	29	143	172	2	20
Chile	26	26	3	2	19	24	555	1,008	46	1,518	1,564	1	146
China	10	4	3	1		4	143	237	81	477	558		
Colombia	8	5			4	4	30	12	3	23	26	10	305
Costa Rica	163	82		4	66	70	516	440	234	273	507	17	684
Cuba	60	36	8		32	40	874	1,977	198	2,034	2,232	44	346
Cyprus	18	18	1			1	20	26		31	31		
Czechoslovakia	2,363	1,799	66	14	1,020	1,100	9,930	17,934	2,249	21,252	23,501	130	3,021
Danzig	207	185			166	166	515	2,176	33	2,211	2,244	8	81
Denmark	758	523	40	6	797	843	10,190	29,220	4,271	55,081	59,352	1	321
Dominica	41	17			14	14	28	27	55	151	206	83	1,958
Dutch Guiana	9	9	1		1	2	45	12	3	14	17		
Dutch West Indies	3	3	2		1	3	41	84	49	56	105		
Ecuador	2	2	1		1	2	26	14	12	20	32	6	22
Egypt	7	7	3		1	4	100	154	39	231	270		
Estonia	43	36	10	1	15	26	631	1,124	180	2,001	2,181		
Finland	874	747	23	21	733	777	9,376	32,447	2,562	41,354	43,916		
France	1,282	1,017	43	5	909	957	10,959	21,220	2,168	29,991	32,159	81	808
Gold Coast	284	29	3	4	20	27	384	523	387	322	709	4	79
Greece	720	520	5	3	323	331	3,056	7,503	65	9,038	9,103		
Grenada	12	12			6	6	47	205	26	250	276	5	990
Hawaii	27	24	2	2	13	17	288	666	529	553	1,082	86	5,051
Honduras	3	3			3	3	60	56	6	50	56		
Hungary	1,237	1,063	20	5	306	331	3,091		312	9,502	9,814		
Iceland	1	1	1			1	20	17		31	31		
India	718	494	17	15	310	342	3,140	3,611	477	3,824	4,301	23	2,760
Jamaica	486	305			491	491	3,362	1,709	1,032	927	1,959	134	8,771
Japan	156	156	78	2	21	101	5,493	4,161		*51,853	*51,853		
Java	4	4	4			4	49	31	11	45	56	1	3
Latvia	49	48	2	3	12	17	270	394	13	439	452		
Lebanon	2	2	2			2	49	45	3	93	96		
Lithuania	134	126	3		24	27	369	367	70	511	581		
Luxemburg	30	29			21	21	281	1,162	25	1,609	1,634	1	13
Malta	1	1			1	1	2	1		1	1		
Mexico	296	177	57	9	138	204	6,083	5,306	1,519	8,295	9,814	75	1,530
Montserrat, B.W.I.	3	3	3			3	9	32	67	18	85	4	700
Netherlands	227	147	33	10	128	171	3,277	4,940	330	6,149	6,479	157	772
Newfoundland	35	23	2		18	20	223	298	207	197	404	17	4,557
New Zealand	256	215	25	21	207	253	4,490	8,461	4,071	8,658	12,729	135	7,311
Nigeria	73	10	13	18	84	115	2,543	1,873	865	1,051	1,916	17	883
Norway	410	322	12	18	310	340	5,387	12,980	1,729	27,603	29,332		
Nyasaland	1,011	397			509	509	4,885	920	106	855	961	4	1,621
Panama	29	26	1		11	12	50	42	40	36	76	3	57
Paraguay	3	3	3			3	100	201	7	458	465		
Philippine Islands	234	59	26	3	35	64	1,314	1,720	442	2,753	3,195	33	7,530
Poland	2,684	1,751	50	10	1,035	1,095	11,601	17,072	507	15,918	16,425		
Portugal	17	10	3			3	98	226	52	300	352		
Port. E. Africa	2	2			7	7	206	217	9	229	238	10	35
Puerto Rico	6	6	3			3	143	443	190	676	866		
Rhodesia (N.)	466	289	2		318	320	8,961	1,045	231	996	1,227	97	1,549
Rhodesia (S.)	192	78	2		138	140	2,134	816	100	825	925	27	671
Rumania	3,200	2,523	14		698	712	5,545	11,247	98	14,037	14,135		
St. Kitts	1	1		1		1	23	5	5	10	15	15	322
St. Vincent	2	2		1		1	9	22	17	2	19	5	48
Sarre Basin	172	172											
Sierra Leone	32	32		2	22	24	332	100	100		100	6	224
South Africa	393	310	18	3	275	296	4,154	17,813	4,704	20,577	25,281	281	18,551
Spain	53	47	16		20	36	1,001	3,178	253	5,445	5,698	3	31
Straits Settlements	4	4	4			4	108	213	142	292	434	3	200
Sweden	1,147	774	48	29	916	993	11,817	30,002	5,574	61,596	67,170		
Switzerland	1,221	1,118	3	6	889	898	8,679	29,678	4,013	27,809	31,822	173	2,390
Syria	13	9			20	20	240	362	54	505	559		
Tobago, B.W.I.	2	2		1		1	50	10	2	10	12		
Trinidad	350	282	6	10	151	167	1,869	1,872	895	1,359	2,254	34	3,113
Turkey	18	13	1		2	3	55	119	1	110	111		
United States	35,172	25,435	1,817	764	21,860	24,441	251,109	368,540	139,316	389,862	529,178	8,403	398,966
Uruguay	6	6			6	6	155	222	28	375	403		
Venezuela	7	7	3		4	7	95	94	54	160	214		
Yugoslavia	111	90	26		63	89	2,238	4,202	591	4,600	5,191		
TOTAL	71,451	53,835	3,068	1,207	41,934	46,209	489,011	832,946	235,153	1,023,287	1,258,440	14,794	584,760
Total Testimony Period Oct. 5-13, 1935		2,878	1,105	35,852	39,835	443,867	1,174,251	35,820	2,086,840	2,122,660	14,612	388,637	
Total Testimony Period April 13-21, 1935	66,185	55,444	3,126	1,361	41,486	45,973	528,476	1,449,609	30,685	2,541,338	2,572,023	10,822	218,201

Golden Age copies distributed

AUSTRALIA

"The campaign from the book *Riches* resulted in the placing of more than 20,000 bound books in the territory under the supervision of the Australian branch, during 'His Strange Work' testimony period. This has exceeded by far the previous best bound-book campaign, when 12,238 *Jehovah* were placed in nine days. From all quarters reports show great enthusiasm among the publishers, and it has been difficult to keep all supplied with books. At the time of writing, most of the 55,000 *Riches* books already supplied to this branch are either placed with the people or in the hands of the publishers.

"During this campaign it was noticeable that the opposition of the enemy is increasing and that deeds of personal violence were reported from various quarters. On the other hand, many people of good will, at the present time under the control of the Roman Catholic Hierarchy, were glad to accept the publication brought to them by Jehovah's faithful ones and expressed their determination to get out of that wicked organization."

CANADA

"Jehovah's witnesses and Jonadabs in Canada and Newfoundland entered into 'His Strange Work' testimony period with a zeal and determination to make it the greatest witness yet given in these countries, and by His grace the results have been most gratifying. A total of 12,010 *Riches* was placed in the hands of the people, the largest number of bound books placed in any nine-day period since 1930."

JAPAN

"Devil carried a severe attack against Jehovah's witnesses with arrests, sickness, extremely cold weather and very much snow and raining during the whole period. The Roman priests began their activity to use public press. The Osaka *Asahi*, the largest newspaper in Japan, carried a big article against Jehovah's witnesses. Several pioneers were thrown into the prison during the period. All faithful ones are ever rejoicing to serve Most High and to prove their integrity under this trial condition."

SPAIN

"After several brethren from Madrid had worked a small, near-by town, two brothers went back to an inn to collect the reserve stock left there earlier in the day. A large crowd of infuriated workmen had gathered and, suspecting our work of being Fascist propaganda under a disguise, beat them and handled them roughly. Even though the mayor himself, who happened to be a Communist like the men, interceded for the brothers and provided them with an escort of two civil guards back to the station and actually right into the train itself, they were pursued even there and received blows in the train itself."

SWEDEN

"The arrival of *Riches* in Swedish on the Monday before the period started was, of course, an item of greatest interest and importance to the publishers. And although we did not receive the whole edition in one shipment, we were nevertheless able to supply almost all publishers with this grand weapon. And it went out well, too! Some had to wire for more already on the evening of the second day. Many reports show that the people have received this message more favorably than ever before.

"The balance of *Riches* edition arrived one week later and just in time to supply the service convention arranged at Stockholm for the Easter holidays. During four days an average of 138 publishers placed a total of 6,063 pieces, of which 433 were *Riches*."

DENMARK

"Our last record number of publishers was 804, in February; now we had 843, which is 205 more than April 1935. Is it not fine to see the Jonadabs joining up and taking part in the work? The weather was cold and wet, but the ardor of the friends was red-hot. All were much encouraged."

FINLAND

"The last testimony period has been the best we ever have had. The brethren were filled with joy and enthusiasm, and more than ever before took part in the work (now 777 workers; the best before, 722), using an average (now 12 hours; the best before, 10½) more time (now 9,376 hours; the best before, 7,642) than before, and, as a result of that, placing more literature (now 43,916; the best before, 38,182) in the hands of the people than ever before."

HAWAIIAN ISLANDS

"Response from publishers and people called upon with *Riches* is best yet; praise the LORD! Attack upon sound car by excited women furthered the witness. This is by far the best testimony period, and they seem to get better and better."

INDIA

"Another intensive witness by eight publishers operating in two sound cars was given in the Nilgiri Hills, where many people are on holiday at this season of the year. The speech 'Separating the Nations' aroused the anger of the missionaries and those of their flocks who are blind, while a few more gave serious attention to the message. From other districts come reports of general opposition by the modern Philistines and general apathy on the part of the common people, but some everywhere are showing interest in the message."

CHINA

"Two Jonadabs (Chinese) participated in the service with result of 50 booklets placed. Being Easter time, offices all closed for three days, most of people were away from Shanghai for holiday excursion. Two days had showers and heavy rain. *Riches* did not come on hand during the Period. The lecture 'Separating the Nations' was broadcast over XMHA on the 19th. About 50 orders for *Riches* obtained during the campaign."

BRAZIL

"Ten persons were immersed. This is the best report we have had. Jonadabs are coming in. A greater number of publishers entered the field this year than in the last year. The weather was the best. The doors are still open in this part of the field; praised be Jehovah!"

PHILIPPINE ISLANDS

"Many attended the Memorial supper. A few Jonadabs underwent water immersion. Since the Lord revealed to his people who are the modern Philistines, there was great zeal among the brethren here who are working in perfect unity until the Lord may say 'It is enough'."

SOUTH AFRICA

"This was the best bound-book effort to date. Comparing our results with the figures for the campaign when the bound book *Jehovah* was released we find there was an increase of 700 bound volumes and 14,000 booklets on this occasion. The figures for the sound machine work are also better than anything we have had heretofore, the increase in the hours being 90 and in the attendance 3,500. *Riches* was enthusiastically received by the publishers, and the public have already clearly demonstrated that they want it, too! The crew of one sound car reports: 'We covered 900 miles and gave lectures in the twelve main dorps of the Northern Transvaal and also on several thickly populated farms. We had visible audiences up to 500 in some dorps, and we could discern the Jonadabs among the crowds. Some bishop had the police come up to arrest us, but when the constables arrived they told us that we had full right to go on. Thus Jehovah protects his people for his name's sake.'"

NYASALAND

"The work continues to go forward in the face of considerable opposition in some parts. Just lately more than one of our fellows have been rather badly handled. They have had their books snatched away and not returned, their testimony cards torn, stones, sticks and sand thrown at them, and one of the sisters was entirely disrobed. These incidents took place during the campaign. A protest has been lodged with the district commissioner, who has oversight of the district concerned."

NORTHERN RHODESIA

"The misrepresentation and persecution which has been going on in Northern Rhodesia has not discouraged the brethren in any way. Although the greater number of the Society's publications are at present banned, the publishers, by putting forth the best effort to date, equaled the distribution during the corresponding effort of last year. Just before the campaign began all the Europeans in Northern Rhodesia were served with a copy of *GA* No. 425. This special issue has since been the subject of a question in the Legislative Council. There cannot be any Europeans, and can be only a very few natives, in Northern Rhodesia who have not heard of Jehovah's witnesses and the message of the Lord which they declare."

SOUTHERN RHODESIA

"The proposed sedition bill and native preachers bill which are now being discussed, and which if they become law will bring conditions in this country into line with those now obtaining in Germany, did not give any of the Lord's true witnesses cold feet in Southern Rhodesia. Judging by the time parliament is taking over the bills they appear to be in a real quandary. They are hoping that the bother in Northern Rhodesia would provide a nice background for these bills, but, the attempt to make us the scapegoat in Northern Rhodesia having failed and the secretary of state for the colonies having just decided that our request for European control in Northern Rhodesia should be granted, the legislators in Southern Rhodesia, having admitted that the bills were aimed at us, do not appear to know now which way to turn. The brethren are in good spirit and pushing on with the work."

UNITED STATES

On the evening of April 6 throughout the land 35,172 of Jehovah's people assembled to celebrate the memorial of Jehovah's name. Of this number, 25,435 partook. The heart-cheering words of the "Courage and Victory" lecture were heard by most of the brethren at this time, strengthening them to have a share in Jehovah's "strange work". The Memorial attendance this year is the largest on record.

In the United States 24,441 brethren were in the field during "His Strange Work" testimony period; which is the largest on record for any special period. It is interesting to note that this number is more than double the number of publishers in the field during a similar period in 1931 (12,141 publishers), and more than three times that of the publishers for a similar period in 1928 (7,951 publishers).

The release of *Riches* during "His Strange Work" testimony period in the United States exceeded that of any previous bound book.

The "Separating the Nations" lecture, together with other lectures, was used to broadcast the Kingdom message. There was an increase in sound attendance of 300,000 persons, over the report for last year. It has also been reported that quite a number of *Riches* study classes have been started to further aid the people of good will in getting a knowledge of the Kingdom.

"His Strange Work" testimony period was certainly a season of great refreshment and joy. It was filled with strenuous activity to the praise of Jehovah's name. It was the greatest rally of Jehovah's people up to this time in this land to raise high the standard of the Kingdom. All praise to Jehovah for continually sustaining his people and granting them the privilege of bearing his name before the nations.

Station EAQ Madrid Doing Splendid Work

Words of encouragement sent to the various broadcasting stations are a good thing. Many of the brethren in the United States who have short-wave sets can pick up EAQ Madrid, Spain. We heartily recommend that you tune in, listen to the program, and write a letter to the station expressing your appreciation and setting out how satisfactorily the broadcast was received. The brethren in Canada, the United States and Mexico, and anywhere, for that matter, should do this. The Roman Catholic Hierarchy would very much like to stop this station from broadcasting the truth. Your letters every now and then will show that it has a good audience. What is especially true of station EAQ should also be carried out in this country among our local stations. EAQ broadcasts on Wednesday at 7:15 p.m., on Saturday at 7:15 p.m., Eastern Standard time. These two are English broadcasts. Additionally, there is a Spanish broadcast on Sunday at 6:45 p.m.

An Ear to Hear in Britain

"SEPARATING THE NATIONS" should be used all summer. Where large audiences can be assembled, it would be well to advertise these. Note this splendid report from the British branch:

"Further to our letter advising you of arrangements made for outdoor reproduction of Brother Rutherford's world lecture, SEPARATING THE NATIONS, we are now sending you a report of the result. You will note that the number of meetings held, or, in other words, the number of times the record was given, was 1,262. The total attendance was 73,361. and personal application was made for 784 *Choosing* booklets from the listeners.

"The British friends are satisfied that the witness given justified the effort made. [The following is a report of the special full day's service with "Separating the Nations" lecture, May 10, 1936]

"Machines in use	230
Reports received	202
Meetings held	1,262
Machine service hours	1,470
Folders distributed	815,500
Double Crown Posters displayed	1,346
Attendance	73,361
Choosing booklets applied for	784
Averages:	
Meetings per machine	5
Attendance per meeting	58
Folders distributed per meeting	646"

(*Continued from page 1, column 2*)

At end of each month the company servant will mail the month's accumulation of filled sheets to the office at Brooklyn. Please send all such sheets *flat*, by REGISTERED MAIL, and promptly at end of each month.

UNTIL END OF SEPTEMBER

Begin at once, carrying on the petition work in conjunction with *all* regular witnessing and in special campaigns. Plan definitely to provide everyone in your assigned territory with the opportunity to sign the petition.

By the end of August, serve as nearly as possible all rural sections; and during September, all city assignments, including business and residential. Aim to complete the work by September 30. Report in the usual manner the hours spent in such house-to-house service.

At each phonograph and transcription meeting announce the opportunity to sign; and also in connection with all sound-car work, reading entire petition once at each location after reading the introductory card.

SEVEN MILLION

To aid each publisher to see a goal, we offer the reminder that in the United States, during the first seven months of the present service year, more than *five million* persons were served with literature by Jehovah's witnesses and their companions. Much of that work was done during one of the most strenuous of winters. Jehovah sustained His servants.—Psalm 147:17.

As a goal, then, for the work from now on it is suggested that an *average* of 350 signatures taken by each of 20,000 publishers shows a total of SEVEN MILLION signers. That is the equivalent of about one-half of this country's "Catholic population", not counting babies and young children.

To increase the appreciation of all as to the importance and value of working shoulder to shoulder, it is further suggested that each one who understands that he can serve more than the proposed *average* of 350 persons with opportunity to sign the petition do so, and also pair together for this special work with one who, by reason of physical infirmity or other unavoidable handicap, believes he can serve less than the average of 350 persons.

THOROUGHNESS

Let *thoroughness* be the keynote of this petition service to fair-minded people throughout the land. Study carefully the entire outline of cooperation here shown.

Let each publisher and each company servant prepare thoughtfully, in advance, his part in the work. Then, in union with all of Jehovah's publishers of the entire country, with joyful and fearless determination pursue the task untiringly until it is done, confidently believing that the true and living God, who gives the increase, can and will preserve and sustain His faithful servants and greatly prosper the work of their hands, for His own name's sake.

Pioneers should give first attention to their regular work, introducing the petition when it appears to be opportune.

INFORMANT

SPECIAL ISSUE | AUGUST, 1936 | BROOKLYN, N. Y.

Jehovah's Service Organization

To Be Studied Carefully by Publishers

Wherein Can Your Witness Work Be Improved?

The purpose here is to set out clearly the organization of those who love Jehovah, so that all who have taken their stand on Jehovah's side may take part therein. All active persons are "publishers", because they publish or make known to others the truth they have received from Jehovah.

Company Organization

A company consists of two or more publishers who are regularly devoting a combined total of eight or more hours (average) a month in carrying the WATCH TOWER publications to the people from house to house in accordance with the campaign outlined in *The Watchtower* and the *Informant*, but who are not serving as pioneers or auxiliaries. If there is just one isolated publisher, he is merely a servant, meaning, of course, servant of the Lord. To be enrolled, he will spend eight or more hours in field service. Each company is identified by the post-office town in which it makes its headquarters. It has a company servant appointed by the Society. Also, where there are two or more publishers, a secretary, with whom the Society may communicate as necessity may require. A service committee is necessary only in companies averaging eight or more publishers a month regularly in the field and whose time averages more than 100 hours a month for all the publishers exclusive of pioneers or auxiliaries. In companies smaller than this there is no need for a service committee, the company servant attending to all that work, with such assistants as he may ask the company to elect.

The responsibility for determining who shall be recommended for company servant, and who shall serve as members of the service committee, rests upon the company as a whole. Anyone, in order to be properly selected, must first show that he has and manifests the spirit of the Lord, that he is kind and considerate, that he deals justly with his brethren, and is personally active in the house-to-house service and will perform the duties given him.

COMPANY SERVANT

He will receive the Society's instructions regarding service, and, co-operating with the company and the service committee, is to apply these to the activities of the local organization. He is to keep the company field records, report monthly to the Society, see that the company territory is properly assigned to the publishers, that the field witness and sound machine service are carried on, that all interested are supplied with the *Informant*, and all publishers with testimony cards and everything necessary for the service. He will mail to the Society remittances and orders for literature and other supplies, and carry on all correspondence relative to the service.

When a company is not large enough to require a service committee, the company servant will personally be responsible for assigning territory, issuing literature, advancing sound machine activity, reporting field activity to the Society and keeping check on the company's account and stock, and reporting on these items to the company each month.

Beyond the above the company servant has no supervision by virtue of his appointment as company servant.

SECRETARY

Each company of two or more publishers is to have a secretary on the Society's records for communication with the company, and also attending to such correspondence as the company may request, other than service matters. Also, this one should keep the minutes of the business transacted by the company and the service committee.

SERVICE COMMITTEE

This committee is composed of not less than three and not more than seven brethren elected by vote of the company. Sisters should not be selected if there are capable brethren available. All those selected for the service committee should be active and competent and manifest the spirit of Jehovah, being devoted to him and willing to obey organization instructions. This committee should be selected once each year, the term of office being October 1 to September 30.

As soon as possible after the company has been notified of the Society's appointment of company servant the service committee will by vote appoint the members of the committee to the various duties specified herein, as secretary, sound servant, stockkeeper, treasurer, and present these nominations to the company for their approval by vote. The committee may select its chairman. It will also appoint the study chairmen of the various study meetings, but these need not be confined to the members of the committee; but select capable brethren for this service.

SOUND SERVANT

He works with and under the general supervision of the company servant in advancing the sound machine activity in the company territory in accordance with the instructions sent to the company servant by the Society for phonographs, sound cars and transcription machines. He will take part in the service meetings from time to time, devising ways and means of following the instructions in the *Informant* and other instructions, enabling all the publishers to participate therein. In large companies this may require one or more assistants. No one is to operate any sound equipment to the exclusion of his personal participation in the door-to-door witnessing with the literature. All transcription records and other supplies will be sent to the company servant.

STOCKKEEPER

All of the company's stock, including transcription records and supplies, should be under his supervision, and he is to supply the publishers with literature. He is to assist in making up orders to be sent to the Society by the company servant. All money received by the stockkeeper from publishers at the time literature is placed with them is to be turned over to the treasurer, and proper receipt for same be received from the treasurer. Literature placed with the brethren on credit should be properly issued on statements made out in triplicate and signed by the party receiving the literature. The original may be given to the party getting the literature, the first carbon copy turned over to the treasurer for collection later, and the other carbon copy should be retained by the stockkeeper. The total cash on hand, money due from the publishers, plus stock on hand should always equal the amount due the Society. A physical inventory should be taken twice a year at least. At any time the stockkeeper may figure what is on hand from the record of literature put into the hands of the publishers since the last inventory.

STUDY CHAIRMEN

These are brethren of the company who are active in the service and capable of conducting the various studies of the company. As it is advisable for these to be rotated, they should be scheduled by the service committee so one will conduct a study for not more than three months at a time before being changed to another study. These are to assist the study group in the house-to-house witnessing, leading them in the field, furnishing them with each issue of the *Informant* (when they do not procure this at the service meetings), and all other supplies necessary. The study chairmen should attend all company service meetings so as to be fully informed of the company activities.

TREASURER

In addition to the book money, every company will have some expenses which are met by voluntary contributions of the brethren in the company, the contributions being dropped in a box provided in the meeting place. It is against the policy of the Society for any "collection plate" to be passed at any time. There is to be but one treasurer in a company, who handles all the company funds. He will collect all money from the brethren who obtain literature on credit, a statement of which will be supplied to him by the stockkeeper regularly. All remittances to the Society will be made by check, draft or money order made out to WATCH TOWER BIBLE & TRACT SOCIETY, by the treasurer, and turned over to the company servant for mailing to the Society. The money due the Society on the company book account is not to be used for anything else at any time. Remittances should be sent to the Society regularly by companies, pioneers and auxiliaries.

Credit Arrangement

If necessary, a small supply of books may be had on credit, with the understanding that they will be paid for as placed with the people. However, no company, pioneer or auxiliary should run into debt, and if it is possible for you to accompany each order with remittance to cover, this is preferable. If not, the cost of the books must be set aside as they are placed and be sent to this office in regular payments. If you strictly adhere to this practice, by the time you are in need of more books your account will be sufficiently reduced to warrant the making of another shipment on credit. If you do not follow this procedure we cannot extend credit to you. A company account is the responsibility of the entire group, and the service committee should look after the interest of the company in this regard.

AUDIT OF ACCOUNT

Every three months there should be a careful examination of the treasurer's books to see that everything is correct, all the money accounted for. It will be the duty of the service committee to appoint each time one to do this work, who will go over the record of all business transacted by the company, contributions, book fund, account and stock, see that the record is correct, and, if not, wherein lies the error, and what steps are necessary to correct the books.

INVOICES AND STATEMENTS

For every charge on your account an invoice will be sent. These should be checked over at once to see that they agree with the number of books you have received and that no error has been made in the charge. If any errors are found, notify us at once, referring to the invoice by the number appearing at the top. Do not return the invoice, but keep it for your records. We have a copy here.

A statement of your account will be mailed to you regularly, being sent to the company servant and direct to pioneers and auxiliaries. This will show the date and total of each invoice and credit memorandum sent to you during the month. The totals of the invoices will appear in the column headed "Charges", the credit memos under "Credits", and in the third column, "Balance," appears the balance of your account as each entry is made. The last amount in this third column is the balance on your account after all charges and credits put through before the end of the month are entered. If you see stamped on the statement, "Balance Due You," you know that the amount in the third column is not owing the Society, but is to your credit.

Check over each statement care-

fully with your invoices and credit memos to see that all entries are correct. Compare by date, number and total amount. A remittance or order not received at this office until the end of the month will not appear on the statement for that month, but will be on the statement for the month following.

In writing about your account, do not return your statement, but keep it for your records. An explanation of what is wrong is sufficient, since we have a record here. In writing about orders, refer to them by their date and number on the duplicate which you keep.

REMITTANCES

Mail all remittances direct to the Watch Tower Bible & Tract Society, 117 Adams St., Brooklyn, N.Y. Do not under any circumstances send any remittances to any of the depots. Do not send currency through the mails, because it is liable to be stolen. The check will be drawn, or money order or draft be obtained, by the treasurer and mailed by the company servant.

Remittances sent in without orders will be acknowledged on credit memorandums. Remittances sent in with orders will be acknowledged at the bottom of the invoice on which the order is charged. Thus every remittance will be acknowledged.

Divisional Campaigns

From time to time companies in an area participate in concentrated witnessing in divisional campaigns. The divisional servant is appointed by the Society, and his sole duty is to convey to the publishers the Society's instructions to him and lead in these campaigns. The divisional servant's duties end there, and, as such, he has absolutely no jurisdiction in any matters aside from the specific divisional campaigns. Brethren participating in divisional campaigns make a special report at the campaign and also include this activity in their regular monthly report to this office.

General Instructions

CHANGING ADDRESSES

Be sure to notify us of all changes in your address. Use a regular letter or post card unless you are a pioneer or an auxiliary.

The following applies to pioneers and auxiliaries only: These are always to use the "Change of Address" slips furnished by the Society. Mail a slip with the change thereon to this office before you move. Change of address notice on orders or report cards or in letters is not sufficient; a slip must be used. Allow two weeks from mailing notice to make the change if in the far west, or one week if near by. If in the party there are two or more wishing to have their address changed, please always send a slip for each member of the party; and this applies to man and wife, too. "Change of Address" slips are for the use of pioneers and auxiliaries only.

CORRESPONDENCE

All your letters, orders, requests for territory, remittances, reports, etc., in English or foreign languages, should be addressed to the Watch Tower Bible & Tract Society, 117 Adams St., Brooklyn, N. Y. Be sure to mark the envelope in accordance with the status of your enrollment, as follows:

Companies: "Company Service."
Pioneers: "Pioneer Service."
Auxiliaries: "Auxiliary Service."

Correspondence or complaints regarding the filling of orders, nonreceipt of orders, goods received in bad condition or shipments that have been lost should not be sent to any of the depots.

Be sure to show at the top of the first page of your letter your initials and last name, street address or post-office box or "General delivery", name of city, and state, to which you wish reply directed. Make all letters as brief and to the point as possible, and avoid all unnecessary letter writing.

DAILY RECORD SHEET

These are furnished for your convenience in making out your monthly reports. Pioneers should use them also in keeping accurate record of their work in the territory on which they will report to this office.

HOW TO ORDER

At the present time the Society maintains three depots besides the Brooklyn office, for the purpose of filling orders, shipments being made from the following four points:

Watch Tower Bible & Tract Society,
117 Adams St., Brooklyn, N. Y.

Watch Tower Bible & Tract Society,
11 S. Newstead Ave., St. Louis, Mo.

Watch Tower Bible & Tract Society,
3345 Fernwood Ave.,
Lynwood, Calif.

Watch Tower Bible & Tract Society,
800 Broadway, Seattle, Wash.

The states of Washington, Oregon and western Idaho are served by the Seattle depot; and California, Nevada, and western Arizona, by the Lynwood depot. Most of the rest of the country can be more economically served by Brooklyn, with the exception of Missouri points south of Hannibal and Kansas City, Arkansas points that cannot be served by boat and rail freight from Brooklyn, and those Illinois points within a radius of about forty miles of St. Louis.

All orders should be sent direct to the Brooklyn office, 117 Adams Street. Only when rush orders are needed should the order be sent to the depot. Always try to anticipate your needed supply of literature far enough in advance to send your order to Brooklyn and allow it to be routed in the most economical way. At least two weeks should be allowed for freight shipments to points within 600 or 800 miles from the depots, and three or four weeks for distant points, from the time the order reaches this office.

In extreme cases where a telegraphic order is to be shipped by express or parcel post you may send your order direct to the depot nearest you.

The Society's policy is to prepay all charges on shipments and send them the cheapest way. The cheapest way is by freight, and if shipment by mail or express is desired, you will be charged the difference in transportation costs.

Endeavor to order in 100-pound lots, as freight charges are made on the basis of 100 pounds minimum weight, which means that the Society is charged just as much freight for a small shipment as if it weighed the full 100 pounds. Weight may be ascertained by figuring that 145 clothbound books weigh 100 pounds, or about 7/10 of a pound per book. One hundred booklets will average about 10 pounds.

Mark each order as to the date the books will be needed, for our guidance in shipping them. If it is necessary to ship the order by express or parcel post instead of by freight in order to reach you in time, state specifically on the order to so ship; otherwise it will be sent by freight. If you receive mail at a post office where there is no freight depot, always give us the name of the nearest railroad depot when ordering books, as well as giving your mail address. On freight orders give the address to which the order is to be shipped. If you wish to be notified at another place, fill in that information. It is well to have orders shipped together, to make the weight 100 pounds; but orders to be shipped together must be sent in together. If you wish to have your order shipped with the order from some other person or company, send in all such orders to this office in one envelope, with definite shipping instructions marked at the top of each order. Call for freight shipments promptly on arrival, or arrange to have someone claim them for you. Storage starts on a shipment 48 hours after its arrival at the depot. If you are unable to claim the shipment within two days, notify the freight agent; and if you are leaving the territory, make arrangements with the freight agent before you leave regarding forwarding the shipment to you.

Before accepting a shipment, be sure to see if there is any shortage or damage, and if so, refuse to receive it until the freight agent notes same in writing on the freight expense bill. All goods leave our hands in good condition, and you accept damaged goods at your own risk. Report to us immediately all shipping charges and damaged shipments, sending us the original bill of lading along with the freight bill with the freight agent's written notation on it. This procedure will greatly facilitate in the collection of damage claims.

INFORMANT

The *Informant* is the monthly publication sent to all companies, pioneers and auxiliaries to inform all publishers as to what is to be done in carrying on the witness campaign. Every company should receive a sufficient number to supply all interested in the territory of the company, and the company servant should request additional copies of each issue when more are needed. It should be read and studied at the weekly service meetings. All activities of the company should be along the lines recommended in the *Informant*.

LITERATURE

Literature provided by the Society at special pioneer, auxiliary or company costs is really the property of the Society entrusted to the brethren. The company as a whole is responsible for the stock, and each publisher is to take care of it, keep it in good condition, and contribute as it is obtained, or as placed with the people.

The policy is that any company publisher may have literature from the company stock at the contribution for which the Society furnishes it to the company, if the publisher is averaging two or more hours a week in the service. It is up to each individual to decide if he or she will contribute only company cost or more. No one in the company may withhold company rates on the literature from any publisher on the ground that the publisher is not getting in sufficient time, as the matter is between the individual and the Lord. If a publisher desires to contribute the entire amount he receives, he may, of course, do so. The company, however, has no right to vote that this must be done.

All literature is to be placed on the contribution established by the Society. Publications are not to be placed until released by the Society for public distribution. During the time certain books and booklets are specially stressed, these are to be used and left in all cases, if possible, and, of course, it is in order to place literature in addition thereto when there is an opportunity.

From time to time the Society may send literature on consignment to companies, or others, and may make large consignments to companies for storage without the companies' having ordered it. These consignments and storage stock will be charged to the company account and are to be well taken care of, kept clean and dry and in good condition. The company may at any time place literature from such storage stocks, the same as from any part of the company stock. All orders are to be sent in by the company servant.

No leaflet, card or any other matter is to be inserted in the books or booklets, or placed in conjunction with the literature, and nothing is to be printed, stamped or written thereon, unless there is first obtained from this office permission for this to be done. The radio slips supplied by the Society, of course, are to be used in the door-to-door service.

MONTHLY REPORTS

Every company servant, pioneer and auxiliary is required to submit a report to this office at the end of each month. Always use the report cards furnished by the Society.

WHITE cards are for company reports only. The company report is to include all company publishers and the results of their work, but not to include pioneers or auxiliaries.

PINK cards are for the use of pioneers and auxiliaries only, reporting direct to this office only.

Six items of information are asked for; namely:

(1) Total number of bound books (including Bibles) placed during the month.

(2) Total number of booklets placed during the month (including booklets placed without contribution). Do not report sample copies of or subscriptions for *The Watchtower* or *The Golden Age*.

(3) Number of company publishers taking part in the door-to-door service with the literature one or more hours during the month. As pioneers and auxiliaries are to report only their individual activities, they will leave this third space on their cards blank.

(4) Number of hours in actual field witnessing bringing the message to the people at their homes with literature and with sound equipment. Time witnessing from house to house with literature, and the time using sound equipment in conjunction with the placing of literature, are included in the hours of field service. Every publisher should report his own work with sound equipment as stated above, regardless of who owns the equipment. In the case of company or individual machines, let each person using the equipment report the hours on daily report slips. If sound equipment is used by different companies during the month, each company reports its own work therewith. If two or more pioneers use one machine, each is to report his own hours of use of it. The one person operating the machine reports the time. Pioneers would also report their own work with machines owned by companies, or vice versa. Equipment privately owned by others than pioneers or auxiliaries should be reported through the company of which the owners are part. Time reported also includes phonograph and transcription machine back calls, and time spent in the people's homes when delivering orders; all of this is time in the field service. However, time used for transcription series, phonograph series or study meetings is not reported at all.

(5) Total number of persons obtaining literature during the month.

(6) Total attendance at all sound machine meetings during the month.

This should be those persons who hear a lecture for at least 4½ minutes or more, but not to include the operators of the sound machines. This would include listeners to sound cars, PTM's and phonographs, whether used in door-to-door witnessing, back calls or series of meetings held in homes with sound equipment.

The activities for the ENTIRE month are to be reported in the upper row of spaces, including, of course, activities of any special testimony period during the month. The activities of special nine-day testimony periods are to be reported in the row of spaces marked "For SPECIAL PERIOD REPORT only", and on the same card with the entire month's report. Always check over your reports and send them in immediately at the end of each month.

PUBLISHERS' DAILY REPORT SLIPS

These are provided free to all companies asking for them. They are to be used by the brethren in reporting their work each day to the company servant.

SUBSCRIPTIONS

Subscriptions for *The Watchtower* or *The Golden Age* should be accompanied by remittance to cover. Here are a few hints that will aid to better service:

Always use special subscription blanks.

Sign *your* name at the bottom, not the subscriber's name.

State in a letter accompanying the blanks the names and addresses of the subscribers appearing thereon, so that in case of difficulty we shall have a record from which to make adjustment.

Do not send in more than one blank for each subscriber.

Do not use *Watchtower* blanks for *Golden Age* subscriptions, or vice versa.

If you accompany subscriptions with remittance for more than enough to cover, the price of the subscription will be deducted from the remittance and the balance credited to your account.

Company publishers are to send their subscriptions and renewals through the company organization or direct, and not through pioneers or auxiliaries.

SUPPLIES

When additional order blanks, subscription blanks, or any other supplies, are needed, ask for these in your regular order for literature, as, generally, they can be sent along with your books and booklets. Pioneers and auxiliaries should use the special labels for ordering supplies, sending the labels in attached to their order for literature.

TESTIMONY CARDS

Testimony cards are supplied to all the publishers, and each company servant is to see that a sufficient number of these are on hand. They are available in foreign languages as well as in English, and are for the purpose of aiding the publisher in the placement of the literature. When calling on one in the witness work, the publishers present the card, asking the one addressed to kindly read it carefully. A few appropriate remarks may be made in doing so if found advisable. After the card is read the publisher presents the literature referred to on the card, and, with such remarks as are necessary and appropriate, places this with the person on the established contribution. The publishers should always be equipped with the testimony cards, and their use is recommended, supplemented by further demonstration of the literature.

On the reverse side of the testimony card is the identification and authorization of the publisher. Each publisher should PRINT his name on the first line (at the top), and at the bottom SIGN the name and also fill in the address. It is not necessary for every individual who reads the testimony card to read the back, but if he wishes to read it, let him do so. This is to be used particularly in case of arrests or opposition on the part of policemen or other individuals.

TRANSFERRING LITERATURE

You are not to turn over any books or booklets to another pioneer, auxiliary, or company or receive literature from any of these and expect an adjustment to be made on the accounts at this office without first receiving from this office permission for the transfer of stock to be made. If you run short of books before your order arrives from headquarters, and feel the need of borrowing a few from a company or another publisher, then replace the same at once upon the arrival of your shipment.

Company publishers should get their stock from the company stock, and not from pioneers or auxiliaries.

Jonadabs

Have in mind that the commandment of the Lord is that His message must be carried to the people of good will, otherwise known as "Jonadabs". *The Watchtower*, each issue, shows matters that are of present-day interest to the Jonadabs, and for this reason every Jonadab should be encouraged to subscribe for and receive *The Watchtower* and study each issue carefully.

NEWLY INTERESTED

When pioneers or others find interested persons these should be put in touch with the local company, so that they can take advantage of the company studies and be lined up with the local organization. The new radio folders, stamped by each company with the local address and phone number, will aid in this, and also the new study invitation slips. Each company should have a complete file of the names and addresses of all in the company and of all in the territory who are really interested, so that these latter can be contacted from time to time and aided to get into the organization if they so desire. When territory is assigned to publishers the names and addresses of interested ones in the territory may be furnished with the assignment.

Persons really interested who are not in the territory of any company should be put in touch with this office as soon as possible, so that a new company can be organized. While in the territory, the pioneers can take these out in the service, and assist in establishing *Riches* and *Watchtower* studies. The group should select one to act as chairman after the pioneer goes, so that the studies can continue. The *Informant* should be received by all such, and they will get this when enrolled as a company. They may make special request direct to be placed on the mailing list for the *Informant* prior to enrollment, if they desire. As soon as possible they should order literature direct from the Society. The activities of the newly interested working with pioneers should be reported to the Society, but are not to be shown on the pioneers' report cards. Separate publishers' slips should be made out and forwarded to the Society, showing their activity and the complete name and address.

Pioneers and Auxiliaries

Pioneers are those who are giving their full time in house-to-house witnessing, serving Jehovah 'with all their heart, mind and TIME'. They are special representatives of the Society in a close and confidential relationship to headquarters. These are appointed by the Society, after making proper application, and are responsible to the Society to fulfill the obligations laid upon them by their pioneer commission. The Society arranges for the special consideration which is given to these faithful witnesses and establishes the requirements which are to be met by them, and their primary obligation is to get in their time in the house-to-house service. The very minimum number of hours for pioneers is 110 each month, and this is to be exceeded in order that an effective witness may be given and the pioneer get on well. The pioneer service is not a secondary job of less importance than some secular work. To be a full-time publisher of Jehovah's kingdom is the greatest of privileges and responsibilities, and a pioneer does not have time for all the odd jobs that come along and that would interfere with his getting in his pioneer hours.

All pioneers are assigned territory by the Society. When assigned to witness in conjunction with a company, they obtain their local territory from the company servant. A pioneer, however, makes all reports to the Society only, and not to the local company. It is necessary that each pioneer report regularly to the Society each month (even though kept out of the field work for some reason during the month), and also send in such territory reports as may be asked for at the time the territory assignment is made by this office.

Auxiliaries are also special representatives appointed by the Society, and the responsibility of auxiliaries, even as in the case of pioneers, is to the Society's office in Brooklyn, to which all auxiliary reports are to be made each month. These brethren, while not devoting all their time to the service, or unable to get in pioneer hours, enjoy great privileges and blessings. All who can do so should change from the status of company publishers to that of auxiliaries or pioneers.

The minimum time for auxiliary service is 50 hours a month in the house-to-house witness. Most auxiliaries are serving in co-operation with various companies, obtaining their local territory from the company servant, but reporting to the Society only. It is entirely in order for brethren who are pioneers or auxiliaries to be elected as servants by the company with which they are associated, if the company wishes to do so and such service does not interfere with their getting in pioneer or auxiliary time and otherwise meeting their obligations as such.

Quotas

To aid the publishers in seeing the importance of time in the field, which will result in a witness in proportion to the effort and time spent, the Society has established the quota of 15 hours a month for all company publishers to strive for. If this cannot be reached, each publisher should, of course, do all he can; but let each company establish a company quota based on the average of 15 hours per month per publisher. Of course, no one should stop at 15 hours a month if more time can be devoted to the service. Everyone taking part in the actual house-to-house witness during the month is to be reported as a publisher, regardless of whether he reached the quota of 15 hours or not.

The minimum time for pioneers is 110 hours a month, and the auxiliaries must spend at least 50 hours a month in the service, in order to meet the requirements for these branches of the service. Every publisher who can spend 50 or more hours in the service should enroll as an auxiliary, and all who can spend full time in the witness work should enroll as pioneers. Pioneer and auxiliary service is not to be included in company quotas. Their reports are made direct to the Society.

Service Meetings

There should be a weekly service meeting of all in the company. In very small companies of less than eight publishers, it may be found advisable to add half an hour or so to a study meeting for the service meeting. This is the meeting at which all the publishers come together for a study of the *Informant*, discussion of service matter, special letters, ways and means of applying the instructions relative to field service and sound activity to the company territory and the participation of all the publishers therein, how the quota can be met, what can be done for the newly interested, etc. Plans for the week-end activity of the company can be completed, territory assigned, transportation decided upon, as well as witnessing on weekdays.

The company servant is the chairman of the service meeting. Other members of the service committee should take part by prior arrangement and conduct the study and application of service instructions. Service meetings should be prepared and well arranged in advance by the company servant.

Sound Machine Activity

OPPOSITION

In the Kingdom interests, we must do everything possible in meeting opposition, to keep the issue on the proper basis, which is the message of God's kingdom. The brethren must not jeopardize the work by misconduct on their part. We can best serve the interests of the work by carefully planning our sound car service and carrying it out solely for presenting the Kingdom message.

In covering a large area, it is well to be some distance away from the nearest house, so that good volume can be turned on and yet those near the sound car will not receive the message unduly loud and still the sound will carry for several blocks. When using the sound equipment adjacent to homes, have the volume turned up reasonably loud. Obey traffic regulations.

The policy to be adopted on interference will be found in the September 1, 1935, *Watchtower:* "Should Jehovah's witnesses procure a license to operate a sound car where the ordinance requires such license?" Answer: "Yes; this is on the same principle as obtaining a license to operate an automobile. It is not asking for a license or permit to preach the gospel. A license to operate a sound car is in no wise contrary to God's law. Where a sound car is to be used in the streets application should first be made to the police department and no doubt a permit or license will be issued."

Where this is denied, however, an effort should be made to obtain the use of some private property to put on your sound car meeting. In such cases, always endeavor to get permission in writing from the owner of the property to put on such meetings, so that the authorities will have no come-back on you from the standpoint of trespassing. Where neither license nor private property is available, the brethren have been

getting good results by going outside the city limits and blanketing the town from some near-by hill.

Avoid placing sound equipment near churches, theaters or any places where meetings are in progress. Be accommodating. If request is made to lower volume or move machine on account of sickness, people sleeping, etc., comply therewith. Do as you would be done by.

PHONOGRAPHS

The phonograph is an important piece of sound equipment. Every publisher should certainly use it in his own home, running the lectures for those who call, and also take the phonograph with him in the house-to-house service when this is possible. It has been effectively used in the open for small crowds gathered around the car, attracted by a musical record.

In addition to using the phonograph in the regular house-to-house witness work, each company should arrange for back-call service. This work, carried on primarily in the evenings, is at homes where contact has been made in the regular house-to-house service with the literature at which time an appointment was made for the back call. Also regular territory may be selected and thoroughly covered from house to house with the phonograph and literature. These calls, if made between the hours of, say six to eight in the evenings, generally reach the entire family just after the evening meal, at which time several can hear the lectures. The brethren may set aside certain evenings each week for this particular service, having arranged the company studies so that all the brethren will be able to participate.

In making back calls on parties previously contacted it is advisable for the publisher who previously called with the literature to return in person with the phonograph. If this cannot be done the name should be turned in to the sound servant, so that someone else can make the call.

In covering a territory with the phonograph in the evenings, after introducing yourself, proceed in a manner similar to the method of presenting the literature and phonograph in your other house-to-house service. Several records may be run, and any questions the people have pertaining to the subject should be discussed with them. Show them where the matter is treated more elaborately in the literature, which they may wish to obtain. In some cases it may be necessary to go back with the phonograph a number of times. They may wish to invite some of their relatives and friends to hear some of the records and discuss the matter with them. On such occasions offer to loan them the phonograph for one or more evenings when you can spare it, when you believe they are sincere and will take proper care of the equipment. Ask them to keep record of the number of persons who hear, and this total may be included in the regular monthly report to the Society.

SOUND CARS

The new (Number 3) sound car equipment which the Society is at present manufacturing uses the new transcription machine which may be removed from the sound car and used at transcription meetings in the regular way, separate from the rest of the sound equipment.

Good results are obtained in coordinating the sound car activity with the house-to-house witnessing by taking the sound car into the territory where the brethren are going from house to house with the literature, covering a portion of the territory with a lecture and announcements, and moving on to another portion, and repeating this throughout the area so that the entire section is covered.

TRANSCRIPTION MACHINES

No one of the Lord's people should hesitate to open his home for transcription meetings. If each one assents to do this, there immediately become available in every company territory a large number of points where transcription meetings can be held. The various company headquarters should likewise be utilized for transcription service, and an unlimited number of other points, such as homes of interested people where phonographs have been used, funeral parlors, lodge homes, church and school houses, empty store buildings, municipal lodging houses, and a great number of places which can be obtained without charge by brethren who are on the alert for openings and present the matter properly before those having charge of such places. This equipment can also be used outdoors in parks, vacant lots or in the streets, the same as a sound car.

Studies

A study of the current issue of *The Watchtower* should be available for every one in the company, likewise of the book *Riches*, and in large companies several *Riches* studies may be established throughout the territory, so that newly interested persons may be invited to one conveniently near them.

A study meeting should be an hour or an hour and a quarter in duration, as determined by the company. It should be opened by prayer by the chairman or someone on whom he calls. The chairman at each study selects someone who can read understandingly to read a paragraph or two. After the paragraph is read, let the chairman call for questions from anyone desiring to ask one. After a question is asked, the chairman should call upon two or three by name to give their answer. Then the chairman may say, "Does anyone else have a comment?" and then anyone may volunteer a comment. In this way the meeting will be orderly. All questions and comments should be brief and on the subject matter under consideration at that particular time. The chairman may ask for the questioner's own comment, who may have something to add to what has been said, and then the chairman may sum up the answer.

It is proper to have a juvenile *Riches* study, to which competent brothers or sisters should be appointed. The children should also be led and helped in the field service.

It is recommended that there be no study or other meetings held for the publishers during the daytime on Sundays, but that all such meetings be held in the evenings, permitting the entire day to be spent in the service.

Territory

Company territory should be covered at least four times a year if this is possible. It may be covered more frequently, even once a month, to accomplish a more intense witness; so companies that are going over their territory very often still have much work to do.

BUSINESS DISTRICTS

As some of the brethren still seem to avoid the business territory, these sections are included in the company assignment only if specifically noted on the assignment sheet. Business districts refer to retail stores, offices, factories, water fronts, in fact, all but the residential territory of a city. Often, away from the main "downtown business section" are groups of business houses of all kinds, and these are also included in the term "business districts".

The company servant should see to it that neighborhood stores, service stations along the road, businesses located singly or in small groups throughout the residential or rural sections, or small country towns, are witnessed to, and the best way would be for the publisher having the adjoining residences to take these little stores as he comes to them. Let every company servant write the Society asking definitely for the business districts in their territory to be added to their assignment, if these are not already specifically noted on their assignment sheet; but only if they can thoroughly cover them frequently and efficiently.

Territory is assigned by counties, and by post-office towns and the intermediate rurals, and should always be referred to in that manner, as other local divisions, such as townships, rivers, roads, etc., are without value for our records. When a company is assigned a section of the county the post-office towns specified are assigned, and the rurals intermediate are included. The rurals, however, do not extend beyond the county line. If the company can include additional towns in its work, the company servant should make request for increase in the assignment.

SUBDIVIDING COMPANY TERRITORY

A simple, efficient subdivision of the territory of companies is advisable, and most of the companies already have in effect such a system. To accomplish this a map system should be built up, which, though it may be varied according to the size of the company, should, in general, embrace the following:

MASTER MAP

At the service headquarters there should be the master map showing the entire territory of the company. If the territory is large enough to justify it, it should be first subdivided into zones, and then each zone into territories. In each case the territory should have a number identifying it, and each zone should be numbered. The number of the territory should indicate in which zone it is located; that is, in zone 1 the territories would be numbered 101, 102, 103, etc., and in zone 2, they would be 201, 202, 203, etc. For uniformity, number zones and territories from left to right, beginning across the top of the map. After such a map has been mounted and subdivided, its surface can be preserved by giving it a coat of shellac and then several coats of varnish, or by giving it two coats of glue sizing followed by two coats of clear lacquer.

ZONE MAPS

If the territory is large enough to be zoned, a map similar to the master should be cut up into zones, each zone corresponding to the zone as outlined in the master map, and each one of these zone maps should be marked off into territories corresponding to the master map, and coated to provide a marking surface and preserve the maps. These zone maps can be used by zone servants, members of the service committee, they to assist the company servant in their assigned zone.

TERRITORIES

The territories themselves which are assigned to the publishers may be indicated on slips showing the boundaries and territory number or may be shown by pasting on a light card (bearing the territory number) each portion of a map which has been cut up into territories. Be sure the outside boundaries are plainly marked. This is optional. Brethren find that by typewriting the boundaries on the slips they have ample information for the assignment. The slips or cards are provided by the companies locally.

ASSIGNMENTS

A publisher is given a territory assignment slip showing just what he is to cover, and on the zone map or the master map (or on both) this territory should be marked as having been assigned, so that at a glance it can be seen what territory is open and what is taken. This can be indicated by making a line with a colored pencil on the territory on the zone map and master map. Pencils used for marking china are satisfactory for this, the marks being very easily erased with art gum. When an assignment is returned, the line indicating the assignment can be crossed with another line showing the territory to have been covered. If for any reason the territory assigned was not witnessed to, the line indicating that the territory was assigned can be erased entirely, showing it not only is open, but has not been covered.

RURAL TERRITORY

Rural territory can be divided just the same as city territory, and the above suggestions can be used. It will be found that the map system is the most satisfactory in the assignment of rural territory, to insure the rural assignment's being thoroughly covered on all the side roads as well as the main highways. Natural boundaries can be utilized in subdividing the rural territory. For fifty cents (money order to accompany your order) "Rural-Delivery Maps" for most counties can be obtained from Disbursing Clerk, Post Office Department, Washington, D.C.; or you may be able to procure detailed road maps locally. Be sure to cover all roads.

RECORDS

A record is to be kept showing to whom the territories are assigned and when last covered, so that they can be called in in sixty days after assignment is made if not returned completed by that time. This can be simply kept in a card file prepared by each company. Have a card about 4½ by 6 inches, a card for each territory, ruled on both sides with spaces for showing the name or initial of the publisher, date of assignment, and date returned, also if covered. These can be filed alphabetically in a drawer, and the territory slip and names and addresses of interested persons filed just in front of each card, so in one place there will be the slip given to the publisher when the assignment is made, names of interested persons, and the card on which the record of the assignment is kept. The use of end-open envelopes to hold the assignments and names and addresses is optional.

REPORTS

The only territory report necessary from the publishers is the return of the assignment slip with report as to the thoroughness with which it was covered and when witnessed to. It is not necessary to keep a record of placements in the territories, and such would be needless waste of time and effort. Let the entire setup be simple, so that all the publishers will clearly understand it and so that all can get out in the field and not spend time unnecessarily in clerical work. Any data on the territory that will aid the next publisher, such as foreign literature needed, may be noted on the assignment slip.

Watch Tower Bible & Tract Society.

INFORMANT

SEPTEMBER, 1936 BROOKLYN, N.Y.

Prepare Now for "Battle Shout", Oct. 3-11

Jehovah's Servants to Engage in Vigorous Attack

Your August Report

Check It for Three-Book Combinations

The special offer of the three bound books on a contribution of fifty cents ends August 31. All books placed during the month, whether in this special combination or singly, are to be reported in the regular way on the report card as total bound books placed.

At the bottom of the report card each company servant and auxiliary must mark the number of three-book combinations placed during the month in order to get credit on account for these combinations. Pioneers already receive the books at the lowest rate, but the accounts of companies will be given credit of fifteen cents, and auxiliaries eighteen cents, for each three-book combination placed during August, only provided the number of combinations is shown at the bottom of the report card. If you do not give this information it is understood you do not want the credit. Each company servant should see that the publishers report this information to him. Each six-book combination placed on a dollar contribution is to be reported as two three-book combinations.

Premiums

A number of the brethren throughout the country have been getting excellent results by accepting labels and coupons of different kinds, which are exchangeable for cash, as contributions for the literature. A full list of these appeared in a former *Informant*. We are pleased to advise that labels from Lion Brand Evaporated and Condensed Milks can also be used. However, these are not to be forwarded to the same place as the Octagon soap and other coupons are, but are to be forwarded to Nestle's Milk Products, Inc., Premium Department, headquarters at 4705 Metropolitan Ave., Brooklyn, N.Y., Attention: Miss J. Condit, Manager. The following rates apply on these labels:

30c per 100 labels for the Full Size Evaporated Milk labels.

40c per 100 labels for the Condensed Milk labels.

These labels can be accepted for literature and forwarded as instructed above, instructing the Nestle's Milk Products, Inc., to forward to the Watch Tower, 117 Adams St., Brooklyn, N.Y., a check covering the amount of coupons you forward, to be applied to your account.

What Is Your Part in This War?

World-wide Quota 600,000 Hours for Nine Days

The time is drawing near for another concerted attack upon the Devil's organization. Jehovah has given the command, "Arise ye, and let us rise up against her in battle." This occasion is known as the "BATTLE SHOUT", October 3-11, 1936, and Jehovah's faithful servants in every part of the world will join in this battle cry. No doubt you have all read Brother Rutherford's "Personal Message" to Jehovah's faithful servants in the September 1 *Watchtower* and have been moved to put forth a more strenuous effort during the coming witness than ever before. Brother Rutherford's letter points out that we are in a real battle now, and "the time of preliminary war is here". All those who love Jehovah should study that letter carefully and then make preparations for the greatest campaign to date to the honor of Jehovah's name.

The book *Riches* will again be offered during this period, on a contribution of 25c *Riches* has now been translated and published in thirteen languages, and for the first time will be offered on a contribution of 25c no matter what language people speak. Here at the factory the presses have been running to the limit to turn out enough of these books in various languages to supply the brethren for this special campaign. The demand for *Riches* continues to be exceedingly heavy, and to date over 1,700,000 copies have been printed and shipped out at Brooklyn alone. Hundreds of thousands of copies are on their way to the branches of the Society so that Jehovah's servants may move forward as one man with one book, *Riches*.

Many people will have had *Riches* by the time of the campaign, but that should not lessen our placements. On the contrary, it should help in placing more. Those who have read *Riches* will have mentioned it to their friends and neighbors, and many who turned it down the first time will now be anxious to get the book, and offering it again will increase the importance of the book in the minds of the people. Those who already have *Riches* should be invited to attend a study, using *Riches* as the text book. If in any language *Riches* is not available, then the latest book published should be offered. If one cannot contribute 25c and receive a bound book, then, on a contribution of 10c, offer three booklets, which should be the *Choosing* booklet, a self-covered booklet, and any other colored-cover booklet.

The newly interested who have been attending *Riches* studies should be invited to participate in the witness work. These people should be aided in every possible way to get started as publishers of the Kingdom.

SOUND ACTIVITY

During this period as many transcription meetings as possible should be arranged, using the "Separating the Nations" lecture. In many places it will be possible to play this lecture for large outdoor gatherings as well as indoor meetings. In addition, the brethren should use the phonograph records wherever possible, both in door-to-door witnessing and in making back calls. Oftentimes the playing of only one record has resulted in the placing of a book which would otherwise have been impossible. No more than one or two records should be played at any one place while witnessing. If the party is interested, arrange for a back call in the evening.

QUOTA

It is always well to have a quota of hours in mind for these special periods. Last April we reached a peak in publishers, but not the peak in hours. There were 46,209 publishers in the field, throughout the world, and these put in a total of 489,011 hours witnessing. For the coming period it is suggested that we aim at a quota of 50,000 publishers putting in 600,000 hours. That would be a nice increase over the last period, wouldn't it? However, it is not difficult if each publisher takes the responsibility upon himself to do his share. There should be throughout the entire world 3,500 pioneers averaging 40 hours each for the nine days, 1,500 auxiliaries having an individual quota of 20 hours each, and 45,000 company publishers putting forth an earnest endeavor to average 10 hours each. If we do this we shall pass the 600,000 hours. Think what a witness can be given if each publisher puts in his share of the above quota! Remember, the individual goal is, pioneers 40 hours, auxiliaries 20 hours, and company publishers 10 hours. If each one does this, then in the United States we should expect 25,000 company publishers putting in a total of 250,000 hours, 1,000 auxiliaries with a total of 20,000 hours, and 2,000 pioneers with 80,000 hours, or a grand total for the United States of 350,000 hours. It is well to have in mind that the "BATTLE SHOUT" starts off our new fiscal year, too.

Important Notice

Send In Your September Report on the 27th

September is the last month of the fiscal year, and the year's report must be completed immediately thereafter. To get the report ready in time, it will be necessary to cut September's work short; so end your September work with Sunday the 27th. Your report for October will include September 28 to October 31.

Each company servant, pioneer and auxiliary is to mail his report for the twenty-seven days to this office Sunday evening, September 27, and those company servants west of the Mississippi river will aid very much by sending their reports by air mail. This means that all company publishers are to get their reports to the company servant before Sunday evening, so that their work will be included in the company report mailed at that time. If it should be that there are some publishers who fail to do this, the company servant is not to hold up the report by waiting for these, but is to send the company report right on, and include such late ones the following month.

This is very important. Let everyone mail the report promptly on September 27.

Inventory

Each company, pioneer, and auxiliary is required to take an exact inventory of stock as of September 30. Additionally, each one is to send in the complete report of said inventory to the Society by October 10, on the special blank enclosed for this very purpose.

Care is to be taken to see that the inventory blank is properly filled out, particularly that the "totals" and "values" called for are figured out correctly.

The companies and auxiliaries that want credit for the change in costs on foreign bound books must make request for it by properly showing on the inventory, under the heading "Remarks", the amount needed to adjust the account. Companies are being allowed a credit of 6c on each foreign bound book; auxiliaries, 3c. Be sure that the credit you ask for checks with the total foreign bound books reported.

Our responsibility in this battle is great. The Lord has given each one of us a definite assignment in his army, and if we are good soldiers we will, as Brother Rutherford stated in his letter, "be ready to enter the field on the first day and continue therein until the last, and as you go be joyful in the Lord."

Petition Grows

Many Waiting to Sign

"Be Strong, and Work"

WORK in the strength of Jehovah is now seen by His witnesses and their companions as needful to serve everyone who is worthy to sign the petition. Great numbers have signed. Others are eager to sign. Jehovah's publishers are privileged to see that such persons have opportunity to sign. So let us work on with redoubled determination.

Remember, for the entire month of September, carry on the petition work in conjunction with *all* regular witnessing and in special campaigns. (Pioneers continue to give first attention to their regular duties, introducing the petition when opportune.) Serve particularly all city territory, including business and residential sections. Aim to complete the petition work by September 30.

Remember, at each home and business place, FIRST present the green card and petition.

That being disposed of, then introduce the booklets being offered during September.

Take the August *Informant* and carefully review the outline of cooperation there shown, for the petition work. Be certain that you are proceeding with every feature of this work in a fitting and thorough manner. Do not neglect to make this examination NOW.

USE OF TIME

Thoughtful use of time spent in the field will enable publishers to serve many during September with the opportunity to sign the petition. Pass as quickly as possible from home to home, always alert to find persons of good will. Serve them and pass on promptly to find and serve others of such.

Remember the suggested *average* per publisher, 350 petition signers served. Generally, this work began during the fourth week of July, thus allowing ten full weeks to the end of September. On that basis, each publisher's individual weekly quota of petition signers served is 35. Have you agreed with another publisher to serve, jointly, by the Lord's grace, a combined total of at least 700 signers?

AIDS

Here and there the Catholic press and the clergy presume to "warn" people concerning the petition. Such warnings serve, naturally, to advertise the coming of the publishers who bear the petition to the people. Have in mind, then, that fair-minded Catholics, as well as many non-Catholics, expect your call with the petition.

Page 31, *Choosing* booklet, may be shown to any questioner to understand that the Nazi aim and the Hierarchy's aim are one and the same. Others particularly relish the clearly stated issue: "If the message Jehovah's witnesses are bringing to the people is true, then it is of the greatest importance to mankind. If it is false, then it is the duty of the clergymen who thus claim to come boldly forward and plainly tell the people wherein that message is false. The radio is the best means to thus reach the people at large." (*Crisis* booklet, page 41) The time to 'call the bluff' of scornful men is here.

In some instances persons whose sympathies lie with the lords of the Hierarchy have been moved to act violently against those who present the petition. Such rare cases stand out in bold contrast, however, to the large percentage of even the so-called "Catholic population" who are signing the petition because they long to hear the truth plainly spoken, so listeners may judge and choose intelligently. No longer can it be said that 'the bishop decides for his people what they shall or shall not hear'.

On the part of publishers, essentials for this work are "patient continuance in well doing", never-flagging zeal for Jehovah and his truth, and firmness and kindness in dealing with every situation as met. Jehovah's commission (Isaiah 61:1-3) to his anointed witnesses authorizes them to make known the good news to the meek. The meek willingly listen to learn, that they may go in the way of truth, to Jehovah's praise. Presentation of the petition to such persons of good will affords them opportunity to go on record as to their appreciation of righteousness, fair play. All such, whether Catholic or non-Catholic, must learn and obey God's requirements in order to live. Daily the issue is being more clearly seen and declared: It is TRUTH VERSUS FALSEHOOD; Jehovah's Word against the entrenched lies fathered by Satan and his Hierarchy's scornful leaders whose conspiracy against Jehovah's anointed has been inspired by Satan.

Companies having large quantities of filled petition sheets to send to Brooklyn at end of September may send them by express, insured.

Ten Months' Comparison

September is a booklet month this year. However, a year ago 803,829 booklets were placed in September; and the figures below show that we are 255,262 booklets behind last year in ten months. We shall have to put out 'way over a million booklets during September. Booklets with signers to petition should go fast. Let's put in time.

	Ten Months 1936	Ten Months 1935	INCREASE 1936 over 1935
Books	1,364,094	1,187,275	176,819
Booklets	10,836,788	11,092,050	*255,262
Total Literature	12,200,882	12,279,325	*78,443
Av. Publishers	21,515	20,869	646
Field Hours	4,278,882	4,230,214	48,668
Obtainers	6,571,504	7,639,347	*1,067,843
Av. Sound Machines	2,427	2,030	397
Sound Hours	189,333		
Attendance	9,902,346	3,147,444	6,754,902

* Decrease

September Ends the Year!

Plenty of Work Before the New One Begins

During September the Lord's people everywhere will be making a careful check on their year's activity. They are vitally concerned about the Kingdom interests committed into their care, and all will want to know how their individual and collective activity compares with former years and the quota for this year. Individuals and companies will want to make this the greatest witness year to date.

Have you checked your activity yet? As a company or as a publisher, what are you doing to gather up the slack and make 1936 the banner year to date?

These questions each one who has the interests of the Lord's work at heart will ask himself and answer as unto Jehovah.

Your equipment for September is *Choosing* and one other colored-cover booklet and a self-covered booklet, on a contribution of 10c, in conjunction with the petition campaign. Let each one, therefore, look well to his Kingdom interests and finish the year with a grand witness to the praise of Jehovah's name.

After October 1

Riches in All Languages on 25c Contribution

RICHES! All 'kindreds and tongues' need it. It is rapidly being translated into many tongues, and at present is available in Afrikaans, Bohemian, Danish, English, French, German, Greek, Hollandish, Hungarian, Italian, Portuguese, Spanish, and Swedish. All publishers who witness among foreign-speaking people should have literature in the various languages, and this can be readily placed.

You will be very glad to know that after October 1, 1936, you can place *Riches* in any language on a contribution of 25c. This change is being made to aid in a wider distribution of the Kingdom message, and the contribution of 25c applies not only to *Riches*, but, in addition, to all the bound books that Brother Rutherford has written, from *The Harp of God* to *Riches* inclusive, in any and all languages.

The publishers were previously sent the English testimony card for *Riches*. This is now translated into all languages in which *Riches* is available, and offers *Riches* on a 25c contribution. We shall be glad to supply these foreign testimony cards on your order. They are not to be used until October 1, of course, as the foreign books are placed on a 35c contribution until then. Be sure that the testimony card you use states the proper contribution at all times.

Be sure to order now all the *Riches* you need for October and November. Stockkeepers, company servants, check your *Riches*, and order. You'll need them in October.

Soiled Literature

From time to time complaints are received because of the careless manner in which some brethren handle the literature entrusted to them on credit, and of their habit of returning to the company stock soiled books and booklets.

The arrangement of allowing a publisher a limited supply of literature on credit is to aid him to have a full share in the witness. Each one who takes literature under this arrangement automatically obligates himself to remit to the treasurer for this stock as placed or, if he cannot place it, return it within a reasonable time in first-class condition.

The stockkeeper is not to take back soiled literature from anyone. Each one who soils literature is responsible for placing it and remitting in full therefor. In fairness to all, the company should see that this rule is strictly enforced.

Transfers

Whenever a transfer of stock is authorized by the Society, it is understood that the literature to be transferred is in first-class condition; otherwise the company, pioneer or auxiliary taking over the literature can and should properly refuse to accept such of it as is damaged or soiled.

Other New Publications

Other new publications which are in stock and which you may now order are: *Creation* in Portuguese, *Preparation* in Ukrainian, *What You Need* in Afrikaans, Croatian, and Spanish, *Cause of Death* in Bohemian, *Government-Hiding the Truth: Why?* in Chinese, Xosa, and Yoruba, *Home and Happiness* in Hungarian, *Hereafter* in Hungarian and Polish, *Health and Life* in Norwegian, Spanish, and Swedish, *Righteous Ruler* in Portuguese and Zulu, *Keys of Heaven* in Spanish, *Choosing* in Hollandish and Spanish, and *Angels* in Yiddish.

Relative to Radio Service

It is well for the brethren to write to the radio stations that broadcast the lectures of Brother Rutherford, expressing from time to time how well the programs come over, and manifesting appreciation of the broadcasts. You may write, not only to the local radio station in your particular territory, but to more distant stations as well. Sometime check up the list of stations on the radio folder, tune in on a more distant one, and then, after hearing the lecture, write the station. All the brethren and all people of good will may do this from time to time, so that the stations themselves will know that the programs are appreciated. This should be done in a businesslike manner.

Have You Considered Jehovah's Service Organization?

The August Special Issue of the *Informant* stated that its contents are to be studied carefully by the publishers. As this is done the organization and its operation will be clear in the minds of the brethren, and this will be greatly to their advantage and to the interests of the Kingdom service. Note that the new manner of counting time begins October 1, or, more specifically, September 28.

It will be readily seen that those brethren who used to be listed under the designation of "sharpshooter" are now to proceed as company organizations. Their local work is to be organized and carried out as outlined in the *Informant*, and thus more efficient and effective service can be rendered to the honor of Jehovah's name. If your company has not yet sent in its recommendation for company servant for the coming year, action should be taken on this at once in accordance with the previous instructions you have received, and the recommendation sent to this office. All these recommendations are to be in by the first of September, if possible.

It will be readily seen also that in the selection of brethren in the companies for the duties of study chairmen and other work the thing to be considered is the work to be done and who can do it well. There is no reason why a company or service committee should select one to be a study chairman, or to some other such duty, just because he has been in the truth for a long time and will feel slighted and hurt if he is not appointed, when there is someone else more capable who might be selected. The *Informant* calls attention to the proper manner of choosing workers in the company organization.

Let all the publishers work orderly, and harmoniously, and perform their part in Jehovah's service organization.

INFORMANT

EXTRA Brooklyn, N. Y. September, 1936 EXTRA

A CONVENTION? WHERE?

!NEW JERSEY! October 16, 17 and 18

Get Ready for Concerted Action

5,000 to 8,000 Publishers Expected

Will You Be One of Them?

For many years past the publications of the Society have pointed out how Jehovah's witnesses have faithfully carried on in New Jersey in face of much opposition and persecution on the part of the Hierarchy. The common people, we dare say, are anxious to learn the truth concerning Jehovah's purposes but in many places have been hindered in learning this truth because of sinister influence. It is indeed a joy to those who have taken their stand on the side of the Kingdom to come in convention assembled to hear the refreshing truths by which Jehovah assures His people that they are on the right side and that their course of action is the proper one. Such a convention will be held at the Armory, Sussex Ave., Newark, N. J., on Friday, Saturday and Sunday, October 16, 17 and 18, 1936.

Regardless of threats, coercion and vicious opposition, the faithful have pressed on proclaiming the message of the Kingdom. Will you join them in that state during this convention? The witness work in New Jersey will afford everyone an opportunity to be a publisher, and it may be your privilege to come up against some of this opposition.

The *Watchtower* magazine and *The Golden Age* have submitted the proof without question that the Roman Catholic Hierarchy is the sinister influence behind the movement to crush and destroy the activities of Jehovah's Kingdom. The brethren who have been active in New Jersey have been privileged to go through several years of hard work, and it will be a privilege now for their brethren to join them in this territory to the praise of Jehovah's name. The area to be covered during the three-day convention takes in a population of more than two million people right where the Roman Catholic Inquisition of America operates at its best, and it will require a goodly number of publishers to thoroughly cover this territory with the Kingdom message and advertise the public lecture by Brother Rutherford on "ARMAGEDDON". Jehovah's witnesses and Jonadabs who can possibly arrange to be at the convention will be there. There is every reason to believe that 5,000 to 8,000 publishers will be in the field, and the instructions set out elsewhere in this *Informant* should be considered carefully so that Jehovah's organization can move into action. And now, onward "For Jehovah and for Gideon!"

Information

The Information booth will be found near the main entrance of the Armory. This booth is for general information as to location of various departments and where found articles may be turned in and inquiry made for lost articles. If you desire any information concerning your territory and its location, inquire at the Service Department.

BOOK ROOM

The Book Room will be at the extreme end of the auditorium, opposite the main entrance. The books will be supplied at company and pioneer rates. The pioneers, however, will have to show their identification cards. Announcement will be made later as to what literature will be used. Combinations will be made up in small packages, so that it will not be necessary for anyone to return books for credit at the close of the convention.

BULLETIN BOARD

This board will be located just inside the main entrance, on the left, and is for telegrams and important notices only. No announcements will be made from the platform except announcements relative to the convention itself, and these will be made by the chairman.

CAFETERIA

A menu will be provided, showing what foods are available at the Cafeteria. Good wholesome food will be served throughout the convention period. Arrangements are being made so that the pioneers can obtain their meals free. The pioneers must register at the Pioneer booth. The small amount charged other persons for the food will be to cover the cost of their own and that which the pioneers will take. See the program for the time that the Cafeteria is open. Breakfast will be served each morning from 7 to 9, at which time a box lunch will be prepared to take with you in the field. Every person should take this box lunch with him when he gets his breakfast each day.

Please keep the auditorium neat and clean, and throw all waste material into cans provided for that purpose. Do not leave dirt on the floors or chairs. Tickets must be purchased in advance, from the cashier, to obtain food at the Cafeteria.

FIELD SERVICE

Consider very carefully the article in this *Informant* under the caption "You Will Want to Be in the Fight". Additional points to have in mind: Be sure to work thoroughly the territory that is marked on the map, doing the streets inside the boundaries and the one side of the street marking the boundary. This means you are to witness to all homes, streets, factories, business districts. Phonographs should be used right along in the service work. Names of the interested parties should be taken. If you can make the back call yourself while attending the convention, do so; if not, make a special note and turn it in at the Service desk. Write plainly the name and address of the interested party. Then state the nature of the back call, and whether a phonograph should be taken, and what literature they desire. Be sure to invite all interested persons to the public meeting.

(*Continued on page 2, column 1*)

Brother Rutherford Speaks on "Armageddon"

Soon to Return from European Trip

On the last day of the convention, Sunday, October 18, at 3 p.m., Eastern Standard Time, by the Lord's grace, Brother Rutherford will deliver his now famous lecture, "ARMAGEDDON." Brother Rutherford has been enjoying many privileges of service given him by the Lord on his trip through Europe. In many of the large cities abroad the public meetings were packed to capacity, the audiences intently interested in "ARMAGEDDON".

This important lecture will be advertised widely, so that the people of good will throughout New Jersey and New York city will have the opportunity of hearing it delivered by him in person. Armageddon, the greatest battle of all time; that's something people must learn of today. They ask, What is it? Why must it be fought? When will it be fought? and who is involved? The answer to these questions will undoubtedly be appreciated by the audience. The Armory, having a capacity of 10,000, we can feel confident will be packed out. Are you coming to the convention at Newark to help advertise this speech and co-operate in advertising the Kingdom interests generally in New Jersey?

If you are coming to the convention in a car, be sure a big sign painted in attractive colors is on the car, so that as long as you are in the New Jersey area people will be informed of the speech

ARMAGEDDON

A LECTURE BY

JUDGE RUTHERFORD

In Person

SUNDAY, OCTOBER 18, 3 P.M.

Sussex Ave. Armory, Newark, N. J.

FREE

This public meeting promises to be a history-making event. Tell everybody you know about it. Have them write their friends in the east. If they know, they will come miles to hear it. So ADVERTISE!

Advertising the King and Kingdom

Signs Placards Handbills Sound

There is no greater organization in the world today than that formed by Jehovah. He has instructed His people to preach this gospel of the Kingdom in all the world for a witness, and that, by His grace, they will do. Conventions such as this one at Newark require much advertising, and the Lord's people appreciate this opportunity of putting forth an extraordinary effort, particularly in an area where more than 2,000,000 people will be informed of the Kingdom.

How to Advertise

All cars coming to the convention at Newark who can arrange it, should prepare large banners which can be mounted on the top of their car, the printing to be painted on sign muslin. Attractive colors should be used, and it should be done neatly. Some might prefer to have tire covers, bumper streamers, anything to attract attention and advertise the lecture. In addition to signs on your car, there will be placards provided at the convention. Arrangements are being made for a "sandwich sign" parade through the business sections of Newark. Each one may bring along his phonograph, with several 4½-minute records, to be used in the regular witness work. The sound-car equipment should be brought along, and on both sides of the horn and on the covers, both front and back, special signs can be made and attached. Spot announcements will be prepared for the sound cars, and these you will get when applying for special sound territory. Handbills will be provided all publishers at the convention, for wide distribution. Every person within an area of fifty miles of Newark ought to know of the public meeting and the convention of Jehovah's witnesses; and, by the Lord's grace, they will. Since 1922 the Lord's people have gone forward with the slogan, "Advertise! Advertise! Advertise the King and the Kingdom!" And what a joy has been ours in doing this work!

(*Continued from page 1, column 4*)

HOSPITAL

It will be appreciated if all doctors and nurses reporting at the Information booth offer their services to aid those who might require hospital attention.

HOUSE-CARS AND SOUND CARS

A trailer camp has been arranged as is noted on the map set out below. It is about three miles from the hall. It is also convenient to subway service, which has a stop within a few blocks of the auditorium. All house-cars and trailers will be arranged in an orderly position and assigned to a space. Please hold to these positions, as we believe all the room we have will be required. Sound cars can be parked here if necessary. Toilet facilities and water are available at the trailer camp.

IMMERSION

Baptismal services will be held Saturday evening at the YWCA swimming pool, 53 Washington St., near Central Ave. See program for exact hour. All desiring to be immersed must bring their own swimming suit and towel. No garments will be supplied at the convention.

MUSIC

Anyone who can play an instrument that can be used in an orchestra might bring it along, and an orchestra can be formed at the convention. Only those who have had experience in playing with orchestras should bring their instruments. Those who have no experience would do well to leave theirs at home.

PARKING AND TRAFFIC

There are two very convenient parking lots which will be free to all of Jehovah's witnesses. These are marked on the map. Please park your cars in one of these two lots, not on the streets around the Armory. Brethren will be there directing the parking. Observe the traffic rules. Make turns on green light only. No right turns on red.

PIONEERS

Every pioneer is to register at the Pioneer desk at the Service Department, and be given a meal ticket without cost. This meal ticket is also his identification at the Book Room for pioneer rates on literature. It is not transferable. If lost it will not be replaced. Free parking is arranged for trailers and house-cars. Those pioneers coming to the convention and not having accommodations will be able to obtain rooms at a very low rate, and, where possible, some free. If you are a pioneer and want free rooming accommodations, make application at the Pioneer desk. If any pioneers are able to repair cars it would be well to make this fact known at the trailer camp. You might be able to render some assistance to brethren who have had difficulty.

ROOMS

Write to the Watch Tower Convention Headquarters, Rooming Committee, 51 Hadley Ave., Clifton, N.J., for your rooming accommodations.

How many rooms do you want?

How many in each room?

Single or double beds?

Are you white or colored?

How much does each person expect to pay per night?

How many nights will you be there?

When do you expect to arrive?

Those who have accommodations reserved can go to their rooms first, and then to the Armory and get their territory. If you do not make your arrangements in advance for room accommodations, then go to the Armory first and get your territory assignment, and then get your room accommodations. Prices of rooms we have listed now are as follows: In private homes, per person, rates range from 75c to $1.00. In hotels, per person, $1.00 to $1.50. We hope that in obtaining accommodations you will do it through the rooming committee, either in advance or when you arrive at the Armory. The rooming committee will be able to save you considerable in your room accommodations. You will avoid much confusion by obtaining your accommodations through the Society's arrangements rather than going to hotels or rooming houses and trying to obtain your own accommodations.

You Will Want to Be in the Fight

Car Drivers to Be Captains

Registration Slips Must Be Turned In on Your Arrival at Convention

In order to carry on a steady, efficient assault in New Jersey territory it will be necessary to be well organized.

The company servant should try to ascertain as soon as possible the number of cars that will be going to the convention. Arrange with the car drivers to have their cars filled, if agreeable and convenient to the driver, so that the registration slips can be made out before leaving for the convention. Be sure the driver has with him his registration slip filled out before leaving.

Those car drivers going to the convention who do not have a full carload but desire more publishers can have their cars filled at the convention at the Service Department.

Present your registration slip at the Service Department and get your territory. You will be given an envelope that will contain the maps of the territory you will work during your stay at the convention. The envelope will also contain daily report slips and the captain's report slips and convention programs. The captain, who is the driver of the car, will fill in the captain's report slip each day. This is to include the report of all publishers in the car, whether company publishers, pioneers or auxiliaries. The publishers will also keep their daily slips and turn them in to their home company servant on their return from the convention, or, in the case of pioneers and auxiliaries, include them in their report to the Society for the month. The car driver will turn in his report each day on his return to the Armory. This is a service convention. Everyone there will want to participate in the great witness that will be given to the glory and honor of Jehovah's name.

All those who come by train or bus should register at the service booth immediately on their arrival. Groups of five or more will be made up, and a captain assigned, with territory located somewhere near the convention hall. Be sure to register and have a share in the witness for the Kingdom.

All the brethren who possibly can should try to get to Newark Thursday night or early Friday morning. There is much work to be done during these three days in the interest of the Kingdom.

What to Do When You Get to the Convention

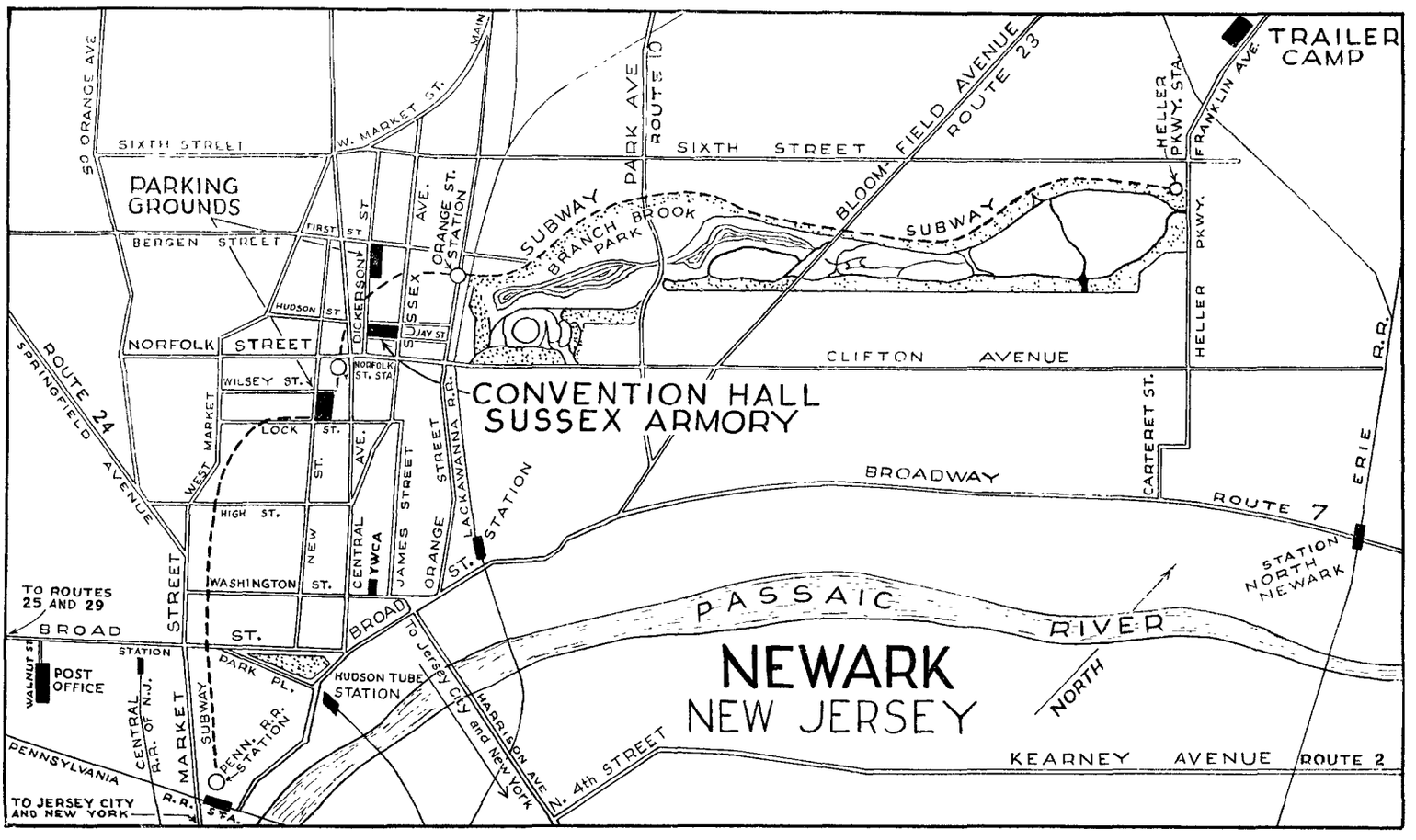
Come prepared to serve effectively.

Be thoroughly acquainted with the "Order of Trial".

Check these off one by one as you arrive:

1. File registration slip at Service Department.
   a. You will receive convention programs with your territory assignment. Give a copy to each of your publishers.
2. Get your territory.
   a. If you have a sound-car equipment, mention this at the time you are getting your territory. You will be given a special assignment.
3. Get your room assignment.
4. Get a bite to eat at the Cafeteria.
5. Get literature at the Book Room.
6. Go to your rooming accommodations and get settled.
7. Take your publishers to your territory, and work until such time as is necessary to return for the meetings listed on program. Have your phonograph with you, and use it in your witness work.
8. During the convention period breakfast will be served at the Armory from 7 to 9.
9. Get a box lunch of wholesome food at the Cafeteria. Take this with you into the field. Put in just as many hours as you can.
10. Car drivers, report your car's activities daily. Publishers should make out daily report slips, and keep these, and turn them in to their home company servant after the convention. Pioneers and auxiliaries include this in their regular monthly report.

BRING THIS "INFORMANT" WITH YOU TO THE CONVENTION



INFORMANT

OCTOBER, 1936 BROOKLYN, N. Y.

Time Drawing Near for Newark Convention

Thrilling Reports of European Witness

Brother Rutherford to Speak at 3 p.m. Saturday

"Armageddon" Very Widely Advertised for Sunday

Are You Coming?

The Lord's people throughout the eastern part of the United States are eagerly looking forward to the Newark convention. The opening day, Friday, October 16, is rapidly approaching, and soon a great throng of Jehovah's witnesses and their companions, the Jonadabs, will be on their way to take part in what we hope will be the most effective witness ever given in New Jersey. Letters coming in to the office indicate that the brethren are overjoyed with the prospects. It will be a season of rich blessing from the hands of the Lord, and they are making every effort to get to the convention. Much enthusiasm is being manifest, and everyone who truly loves the Lord will be glad to have this opportunity to engage in battle with the enemy, that the "refuge of lies" of the Hierarchy may be further exposed and the name of Jehovah magnified. It seems quite evident that more than 5,000 persons will be in attendance, and everyone within any reasonable distance of Newark will make an earnest effort to get there.

We are pleased to announce that Brother Rutherford will address the convention Saturday afternoon at three o'clock, and again on Sunday, when he will deliver the public lecture on "ARMAGEDDON, THE GREATEST BATTLE OF ALL TIME". All attending the convention will want to have some share in advertising this lecture. Every effort that can be made in advance to publicize it has been arranged for. It is hoped, by the Lord's grace, that the crowd turning out to hear the public lecture will be so great that there will not be sufficient room in the Armory to hold the multitude.

During the three days there is a territory to be covered that has a population of more than two million people. That means a lot of work, and it will take real determination and complete devotion to the Lord to cover this territory thoroughly. Are you going to be one of the publishers in this glorious campaign? It promises to be a most happy occasion.

Be sure to have your name on a registration slip. The car driver will turn it in to the field service department as soon as he arrives. Get your territory and have a share in proclaiming the Kingdom message in a section of the country dominated by the Roman Catholic Hierarchy. Those with sound cars, when applying for territory, should mention that they have a sound car, and special work will be assigned to these. Remember your banners advertising the public meeting. Have these mounted and in order before coming to the convention. If you are one of the newly interested and want to symbolize your consecration, be sure to bring your own swimming suit and towel. Come prepared to enjoy all the blessings that the Lord has in store for you.

European Conventions

By Jehovah's grace, Brother Rutherford has safely returned from overseas, after a survey of European conditions and a season of intense activity in behalf of the Kingdom interests there. Every Kingdom publisher will want to read the forthcoming issue of *The Golden Age*, containing extensive reports of the European conventions and of the great popular demonstrations at the public addresses by Brother Rutherford, which serve as an index of what you may expect at Newark.

Referring you to the fuller reports to appear in *The Golden Age*, we here set out some of the noteworthy items. You'll see the Lord's blessing. No matter in what country the witness is being given; no matter what language is used, the same spirit of earnest zeal is seen. Brother Rutherford was greatly used by Jehovah to give what is probably the most effective public witness and warning yet given in the European countries visited. Great opposition was manifested by the Roman Catholic Hierarchy.

Within the last decade, the city of Glasgow has increased its "Catholic population" until now there are as many Catholics as Protestants. Brother Rutherford delivered the message of warning in that city on August 2, 1936. So great was the interest that it required three auditoriums to hold the people that came. "Armageddon" was the subject used, and the message was received with greater enthusiasm than at any other time in Scotland. Over 7,000 people crowded into the auditoriums, and many were unable to gain admission. Of course, the Hierarchy was busy warning its "population" not to attend the meetings, but this only served to make a large number of honest Catholics come.

Jehovah's witnesses attending the convention in Glasgow threw themselves into advertising the big public witness. Over 1,000 participated in the "sandwich sign" parades, 35 up to 100 in a group, walking up and down the busy streets of Glasgow announcing the public meeting in this very effective way. Over one hundred autos covered the city and outlying districts with banners and placards.

On Sunday, September 13, 1936, London, England, was warned of the near approach of Armageddon. About 3,000 joined in publicizing the big witness. Over a thousand joined in the "sandwich sign" parades. Crowds came to the Alexandra Palace; some got in, many heard on the outside. Powerful loud-speakers served from the roof of the building. The speaker's voice was thus carried a great distance from the Palace into the densely populated area. It would be impossible to estimate how many people heard in this way. Never has Great Britain had such a witness in two of its largest cities.

On September 4, 1936, there gathered in the beautiful and historic city of Lucerne, Switzerland, a convention of Jehovah's witnesses. On Monday, September 7, there was to be a large public witness. Over 3,500 publishers of the Kingdom message attended, from twenty-one different countries. One motive, one thought, dominated all: the honoring of the name of Jehovah. Some had traveled far on foot; others had come a jour-

(*Continued on page 2, column 3*)

Reporting Time in the Field

New Method Now Effective

Riches, other books, booklets, sound cars, phonographs, transcription machines, all of these are included in the war equipment in the hands of the remnant and their associates, for field service. All of these are used in the field, carrying the message of the Kingdom to the people at their homes, and the time of the publishers thus engaged is all reported as hours of field witnessing.

If you have not yet carefully studied the special *Informant* issued in August, "Jehovah's Service Organization," you should do so at once; and if you have not carefully studied the subheading "Monthly Reports", especially paragraph "(4)" thereof, and therefore do not have clearly in mind this new method of reporting time, by all means get out your *Informant* now and give the matter the careful consideration it must necessarily have.

Number of hours in actual field witnessing, bringing the message to the people at their homes with literature and with sound equipment, this is the time to be reported, and includes time spent in phonograph and transcription machine back calls in the people's homes when delivering orders, as well as in carrying the publications from house to house.

Use "Riches" Throughout October

"Battle Shout" Publishers, Keep in Field

Regularity Is the Thing

The "BATTLE SHOUT", that great international testimony period of October 3-11, enables the new fiscal year to get off to a flying start, and sets the pace for the Lord's people for their continued vigorous work with *Riches*. During the remainder of October, let *Riches* be stressed. That publication is filled with information which the people must have now, and which is essential for the great multitude that the members thereof may manifest themselves. So our work for all of October is, primarily, with *Riches*.

During the international testimony periods many awaken to their privileges of service and take an active part in carrying to others the message of Jehovah's kingdom wherewith their own hearts have been made glad. These brethren make it a point to put forth an extra effort on such occasions, so that they may join with the Lord's people throughout the world in the concerted attack on Satan's organization of falsehoods. It is very good that such an occasion as offered by the testimony periods be taken advantage of, and this benefits the publishers greatly. These publishers should now continue in the field regularly.

This matter of being regular Kingdom publishers should have the attention and consideration of all the brethren. By each one planning his time, setting aside certain days each week for the most important work under the sun, the Kingdom service, he can doubtless arrange to witness regularly, and not merely once in a while. Thus the greatest good can be accomplished, good in advancing the witness, good to those to whom the message is carried, and good to those who are privileged to thus have a larger share in the service.

Time in the field means publishers in the field; and this results in an increased witness. Jehovah has given his people much work to do that they, in performance thereof, may prove their loving devotion to Him. It is necessary that all who love the Lord do what they can to carry the Kingdom message to others in obedience to his commandments. Therefore, for many of the brethren, may the special testimony period of October be the beginning of regular, systematic, weekly field service, that all may share in the war which is now on, the publishers increase, and the hours of witnessing manifest the zeal of those on the side of the Most High coupled with the effective use of such time as is available to each one.

November to Be a Booklet Month

How Is Your Booklet Stock?

Order What You Need

Everybody a Publisher

Autumn is a busy time for those in Jehovah's service. The fall season is in many respects the most favorable time of the year for the service, and this November promises to be no exception. Every one of Jehovah's people is to have a personal part in the field service. November gives us an opportunity to finish the fall campaign by stressing booklets, inasmuch as along with the continued placing of *Riches*, and any other books when opportunity is had, booklets are to be stressed.

In this work with booklets during all of the month of November, the chief placement will, of course, be the ten-cent combination: *Choosing*, another colored-cover booklet, and *Loyalty* or *Government*, on a contribution of ten cents. The publishers, however, should not confine the booklets they carry with them to just three, but should have a good assortment of booklets with them (there are more than thirty different ones), as well as *Riches*, so as to be able to take advantage of the many opportunities for placing more. Also, as you have found in your service, often those people whom you may happen to meet and who have *Choosing*, or one of the other booklets, will take something else if you have it; and so an assortment is necessary.

It is entirely in order, and is advisable when it can be done, for larger combinations of booklets to be placed, such as six, on a contribution of twenty-five cents, or thirteen, on a contribution of fifty cents. The point to have in mind is that November is a booklet month. The more booklets placed, the greater the witness; so, in addition to the placements of *Riches*, carry booklets, a good assortment of them, talk booklets, present booklets, place booklets. The brethren have on hand testimony cards presenting three-booklet combinations, which they may use.

Order the booklets and other literature you will need for November's work now, including *Riches*, remembering that *Riches* will be pushed again during December. You will wish to have a good stock of *Riches* in the foreign languages necessary for your particular territory, and these may be included in your orders. As advantage has been taken of previous booklet campaigns to dispose of old stocks of booklets, the stocks of the companies and others will need to be well replenished for the November and December work; so check up and order.

"His Victory," December 5-13

Riches Again Used in December Testimony Period

A fitting climax to the year 1936: "His Victory" testimony period, December 5-13 inclusive! Throughout the year, the testimony periods have, in their titles, emphasized the warfare in which Jehovah's witnesses are now engaged. We have had the privilege of participating in "The King", "His Strange Work," "Zeal of His House," "Jehovah's Praise," "Battle Shout," and, now, "His Victory."

All will wish to have part in "His Victory", the testimony period itself, and the victory of Jehovah's vindication in which the courageous share. You can begin to arrange now for the December campaign. For one thing, get your stock of literature in shape, ordering.

The campaign pieces for "His Victory": *Riches*, plus *Choosing*, *Universal War Near*, and *Loyalty* or *Government* booklets. Where these three, or some of them, are had, others may be substituted, but the offer is the combination on a contribution of thirty-five cents. There is so much work to be done with *Riches* that we are certainly very happy for this opportunity which December promises to bring.

Are You Making Back Calls on Interested People?

Use Phonographs Companies to Have File of Names

During the "Battle Shout" and the work with *Riches* generally, many persons have been found who have shown their real interest in the Kingdom message. In line with the regular policy of taking the names and addresses of all in the company and of all in the territory who are really interested, as set out in the *Informant*, "Jehovah's Service Organization," the names and addresses of many *Riches* obtainers, as well as others, should be in the companies' files.

When territory is assigned to the various publishers the names and addresses of interested ones in the territory may be furnished with the assignment, and the publisher is to contact these persons, making back calls on them with the phonograph, presenting additional literature, obtaining *Watchtower* and *Golden Age* subscriptions, answering their Bible questions with the records, advising them of the company meetings, and assisting them to learn further of Jehovah and his purposes and to associate themselves with the local organization if they so desire. Organize this work thoroughly in accordance with the *Informant* referred to, so as to make effective use of the names and addresses you obtain, and so as to make ample provision to assist any who may become of the Jonadab class.

A number of brethren, especially pioneer brethren, write to the office and inform us of remarkable results they are obtaining in the use of the phonograph in their rural territory, particularly in the late part of the fall season of the year, into which we shall soon be entering.

The farmers are through harvesting their crops and have considerable time on their hands and many of them who will not read are very glad to listen to a 4½-minute talk on the phonograph on some subject that is of particular interest to them.

The phonograph should be used regularly in urban territory also; take it with you from house to house. In territory in which you are working regularly, say two or three times a week, the phonograph can be loaned to interested persons until the next time you work in the territory. Thus you avoid having to carry it home and back.

Reports

Mail Promptly

Have You Sent Yours for September?

By this time every company servant, auxiliary and pioneer should have already sent to this office the report for September, but this is just a reminder for any who may have forgotten to make the report.

We earnestly hope that during this new year all will report promptly as they should, sending the reports in immediately at the end of each month. It is not a hard matter to do this, but each month in the past many reports have been late or missing altogether. Your co-operation in this will certainly be greatly appreciated.

Have You Sent Your Inventory?

Inventories are due from every company, auxiliary, and pioneer, showing the stock on hand September 30, 1936, as announced in the September *Informant*. If you have not sent your inventory in to this office on the inventory form enclosed with the September *Informant*, it will be appreciated if you will do this at once. In this case it will be well for you to read again the suggestions for making out this inventory, contained in the *Informant* mentioned. Regardless of the balance on your account at this office, the inventory is necessary, even if you have paid for all the stock you have on hand.

Petitions

Send All In Immediately

All petition forms bearing signatures, whether entirely or partly filled, are to be sent in at once. Will every company servant, and the isolated pioneers and auxiliaries, check on this, and send in all names, so that we can have them all by October 15 at the latest. Copy off the names and addresses, and send the petition sheets to 117 Adams St., Brooklyn, N. Y., immediately.

Magazines

Do not forget the importance of calling the attention of the people to *The Watchtower* and *The Golden Age*. All who manifest interest in the Kingdom message should be subscribers for these magazines. These should be particularly stressed in the back-call work. Each publisher making a back call should have a copy of *The Watchtower* and of *The Golden Age* to demonstrate to the people. Show them the importance of the message they contain and how absolutely necessary it is to have them coming to their home every two weeks with the Kingdom message.

More About Reports

October's Card

In making out your report to this office for the month of October, include all work from Sept. 27 to Oct. 31, including the "Battle Shout" testimony period, October 3-11. Also, in the spaces provided on the bottom of the same card, report your work for the testimony period only. Thus for October, and other months when there is a testimony period, your one report card will show the work of the entire month AND the report for the testimony period only.

The progress of the witness throughout the field is indicated by the reports which you send to this office. If all will study the simple instructions carefully, make the reports accurately, and mail them promptly, the work of compiling and publishing the reports for the information of all the Lord's people will be greatly assisted.

Consult Your Cost List When Sending In Orders

The correspondence to the office indicates that many of the brethren do not carefully consult their Cost List. Many of the remittances they make for subscriptions for *The Golden Age* and *The Watchtower* in foreign languages are not the same as those quoted in the Cost List.

The Cost List also calls attention to the fact that the Society has made special arrangements for distributors' copies of *The Golden Age*.

Please consult your Cost List when making remittances in the future. It will facilitate the handling of your orders in this office and will eliminate the need of writing you regarding the matter when the remittance is less than the subscription rate.

(*Continued from page 1, column 3*)

ney of many days on bicycles. Many endured great hardships to get there. One, a cripple, hardly able to walk, and poor in this world's goods, propelled himself in his wheel chair over the country roads a distance of nearly 200 miles; but he got there. And was he happy! He was from Germany. Nearly 300 courageously journeyed across the German border into Switzerland in the face of the possibility of arrest and imprisonment in a concentration camp on their return.

A large municipal building housed the convention. Here was to be the public witness. The "harlot" got busy. She began to allure and seduce the police officials. Lucerne is mostly Catholic. Catholics have votes; police officials need votes to keep them in office. And so "the whore" insisted. Brother Rutherford was served with a notice from the city president that arrest would follow any attempt to hold the meeting. Brother Rutherford in turn served notice personally upon the president that he would be at the auditorium at eight o'clock that evening and that the meeting would be held. He placed the responsibility of any trouble squarely upon the shoulders of this city official. Two hours before the meeting the hall was packed. A large crowd gathered outside. The police came and surrounded the building with the purpose of keeping the people out, but the auditorium was filled long before the police got there.

Brother Rutherford stepped upon the platform on time and a tremendous applause rang out. As the message was carried to the outside through loud-speakers placed in the lobby of the auditorium, the crowds there cheered and shouted. Needless to say, it was clearly pointed out who was behind this attempted stopping of the witness; and from the comments heard throughout the entire audience it was seen that an even greater witness had been effected. Satan always overreaches himself. Jehovah always prevails. Some few disgruntled ones demanded that the police officer in charge have the loud-speakers shut off that were serving the people on the outside. The officer said: "I have no authority to do any such thing. I am only here to carry out the orders I have. That speaker can stay on just as long as it likes; I'm not going to touch it"; and he said this with a smile. Copies of the Resolution were handed out to the police who were forming a cordon around the building, and many read it with much interest.

The spirit of Jehovah came mightily upon Brother Rutherford, and never was he heard to greater advantage. This was undoubtedly the grandest witness ever given in this day.

INFORMANT

NOVEMBER, 1936 BROOKLYN, N. Y.

Tremendous Witness Given in New Jersey

12,000 Hear Brother Rutherford

Declaration and Warning Unanimously Adopted

Persecutors Arrest Many Publishers

Jehovah Richly Blessed His Organization

From every state in the Union cars rolled into the city of Newark. The brethren were tired on arrival, but everyone overjoyed with the expectation of serving Jehovah in the enemy's own back yard. The very first thing the publishers did was to register for service. They obtained their territory and prepared for the fight; and it was a fight. All the police departments of every city were duly informed of the convention by letter and were told what the conventioners were going to do. The letter also invited the officials to the public meeting. The higher-ups gave the police their instructions at once and saw to it that some of Jehovah's publishers were put behind the bars.

Details of the convention, the arrests and persecution will all be set out in *The Golden Age* No. 448.

During Friday, Saturday and Sunday the publishers pressed on in the battle distributing the special *Golden Age* which contained Brother Rutherford's letter to the president of the United States as set out under the heading "Will Roosevelt Support the Hierarchy?" as well as the articles "Haters of God in Germany, Quebec and New Jersey". This *Golden Age* didn't set well with the authorities, because it dragged them out into the open; nor did the combination of the booklets *Choosing, Universal War Near* and *Loyalty*. The people of New Jersey were being given the opportunity of learning the truth, and it is the truth that hurts the Devil's wicked crowd. Each day found an increase in the number of publishers, beginning with 1,000 on Friday, 2,000 on Saturday, and reaching a peak of 4,247 publishers on Sunday. In spite of downpour of rain on Saturday, at times torrential, the brethren moved forward as one army into the outdoor field service. It seems as though the Devil put every obstacle in the way of Jehovah's witnesses, but this did not deter them. They were there to serve the Lord, and they were neither surprised nor dismayed at obstacles.

12,000 Hear Brother Rutherford

The public meeting Sunday was the big feature of the convention, and all the publishers did everything possible to advertise this public meeting. "Sandwich sign" parades were arranged which thoroughly startled the inhabitants of Newark. They could not figure it out; here were well-dressed people, sober-minded persons, not radicals nor strikers, walking through the streets unashamed with "sandwich signs" on. That's something that isn't often done. All the automobiles and cars, which numbered approximately 2,000, had large eight-foot signs on them, or placards, and this in itself was a real witness and directed the attention of the people to Armageddon, the greatest battle of all time. The people came. They heard a most thrilling lecture which took Brother Rutherford nearly two hours to deliver. The audience paid rapt attention; applause broke out again and again. The orderliness, the quietness, the intense interest shown by all present, were an eye-opener to the police and the authorities in the Armory. To hear Brother Rutherford deliver that lecture on Armageddon was a joy to everyone's heart. The argument presented was so convincing that at the close, when the "DECLARATION AND WARNING" was read to the people, 12,000 who packed out the auditorium stood up as one man. There was no hesitation on the part of anyone. As the people left the auditorium a printed copy of the "Declaration and Warning" was presented to every person, and, additionally, there were 9,671 books and booklets distributed at the public meeting. A wonderful witness was given to the honor and glory of Jehovah's name. WBBR, the Society's own station, carried the lecture, which covers splendidly all of the New Jersey area, and was heard even as far north as Troy, N. Y.

Jehovah brought to His people rich blessings Saturday afternoon, when Brother Rutherford spoke on the prophetic drama of Joseph and his brethren. This was a great comfort and aid, meat in due season, to everyone. There were well over 6,000 conventioners in attendance at this meeting.

Pioneers Rejoice

The pioneers came from every nook and corner. Those registering showed that they came from their territory in forty different states and there were quite a few there from the various parts of Canada. The pioneers were thrilled beyond words at the privilege of being there, and appreciated the arrangement the Society made for taking care of their expenses to and from the convention as well as providing them with a free meal ticket. With it they could get anything that was offered at the cafeteria. It was interesting to note that all these pioneers were on hand Friday morning ready for the service. They all registered, got needed literature, and went out in the field until the first meeting Friday afternoon.

There were many other brethren who came Friday also and prepared for the field service. By Friday afternoon there were approximately 4,000 in attendance at the convention. Every provision was made to assist the brethren in obtaining rooms and directing them to their territory. Their territories were laid out plainly, so that they could understand. Free parking was provided. A trailer camp with ample facilities was arranged for the pioneers and others who came in house-cars.

A splendid cafeteria operated by the Society served wholesome food. It was observed that very few of the brethren attending the convention went outside for meals, because of the splendid provision made at the cafeteria.

The electric signs were used to point out where the various departments were located. It gave the brethren a good idea of how these signs can be used.

The Field Report

A most remarkable witness was given in New Jersey. Jehovah richly blessed his organization in carrying his message to the people. During the three days' convention nearly 100,000 pieces of literature were placed, in 43,890 homes. Not only was there a considerable amount of literature placed, which the people can study, but 137,301 people heard the message by means of the sound equipment. Many truly interested were found in the territory, and 522 requested that a back call be made or turned their names in at the public meeting so as to have someone call with the phonograph. A complete field report is set out herewith:

Books	1,392
Booklets	96,994
Total	98,386
Publishers	4,247
Hours	15,534
Obtainers	43,890
Sound Attendance	137,301
Back Calls reported	522
Public Meeting attendance	12,000

Don't forget to order *The Golden Age* No. 448, dated November 18. This will carry the report of the convention in detail. Brother Rutherford's powerful lecture, "ARMAGEDDON, THE GREATEST BATTLE OF ALL TIME," will appear in *The Golden Age* No. 449. You can get 40 copies of any issue for $1.00.

Attention, Publishers

'Rise Up and Shout Against Her'

The Newark convention is over, but the witness there commenced will continue. Of those in attendance 114 were arrested for the offense of worshiping Almighty God in New Jersey. The following cities joined in the conspiracy to jail Jehovah's witnesses:

Caldwell	North Arlington
Harrison	Orange
Hoboken	Prospect Park
Jersey City	Ridgefield Park
Lyndhurst	Union City
Middlesex	Weehawken
Montclair	

At Hoboken 35 have been sentenced to prison for thirty days each, and one for sixty days. At Jersey City 17 have been sentenced for ten days each. At Weehawken 5 have received thirty-day sentences. Trials are still pending in 34 cases. Others have been released without trial.

The trials of these brethren were a disgrace to any community that claims to be civilized. Judges acted in a dual capacity of court and prosecutor. Convictions were entered without evidence. A thirty-day sentence was given in one case for declining to testify. Many were sentenced just for being in the city with Bible literature in their possession.

Back of this cruel and outrageous maladministration of justice is the conspiracy of the Roman Catholic Hierarchy to suppress truth, righteousness and freedom of worship. A prominent "child" of the Catholic church is Mayor Frank Hague, of Jersey City. Hague is the political boss of New Jersey, and his power is such that a word from him is law in most of the state. There is good reason to believe that Mayor Hague is co-operating with the Hierarchy in this Inquisition. These persecutors pose before the world as clean men. Fittingly applied to them are the words of Jesus at Matthew 23: 27, 28.

NOW is the time for every one of Jehovah's witnesses, every Jonadab, and every person who believes in freedom of worship to protest forcibly and vigorously against such shameful and infamous proceedings. Will you write a letter AT ONCE to each of the following:

Mayor Frank Hague,
Jersey City, N. J.

Governor Harold G. Hoffman,
Trenton, N. J.

In your letters call attention to this abominable treatment of Christian people, and strongly condemn such acts of religious persecution. Make demand that the governor institute a thorough investigation of

(Continued on page 2, column 1)

"His Victory" Testimony Period--Dec. 5-13

"Riches" and Three Booklets on 35c Contribution

Work the Cities

The October *Informant* carried the following statement: "What a fitting climax to the year 1936, 'His Victory' testimony period, December 5-13!" Since that article was written events have been happening thick and fast: the Newark convention, the opposition of the Hierarchy, the arrests and imprisonment of a large number of our brethren, their thrilling testimony before the rulers by both word and act, clearly testifying that they were for the Lord first, last and all the time, and their willingness to seal this testimony with their lives, if necessary; and upon all this, Brother Rutherford's challenge to the Devil, the Hierarchy and their New Jersey representatives in his public address, "Armageddon, the Greatest Battle of All Time"—all leading up to the grand climax of 1936, "His Victory" testimony period!

Other notices in this *Informant* regarding the "correspondence campaign" to be carried on will keep this issue definitely before the enemy and before our brethren who are privileged to participate in the various features of it up until December 5.

A large majority of the brethren throughout the country were unable to have a very direct part in these preliminary skirmishes; however, we shall all have an opportunity to have a part in "His Victory" testimony period. Will each and every one take advantage of this opportunity with the same zeal and enthusiasm manifested by the brethren at the Newark convention? We are confident that they will. The brethren throughout the country were with the conventioners in spirit and were kept away only because of conditions beyond their control. Now those who were unable to attend the Newark convention are privileged to unite in this final campaign of the year 1936. Let one and all determine, by the Lord's grace, to make definite time quotas during this period if possible. Pioneers, at least 40 hours; auxiliaries, a minimum of 20 hours; company publishers, a minimum of 10 hours; and all, of course, as much more as possible.

Our equipment for the campaign is *Riches, Choosing, Universal War Near* and a self-covered booklet, on a contribution of thirty-five cents. The Hierarchy issue was brought to the fore at the Newark convention in Brother Rutherford's speech and literature distributed. Let the brethren throughout the land continue to "push the battle to the gate" with the *Riches* book and the *Choosing* booklet particularly. These rip right through the Hierarchy's refuge of lies and expose her for what she is to all people of good will, and the Lord's people, both anointed and Jonadabs, will rejoice in making "His Victory" testimony period one of tireless activity against the visible representatives of Satan on earth.

Plan your territory, urban territory, of course, as this will be practically a winter campaign. Arrange now to plan your time, your means of transportation, and other details that can be taken care of in advance. Sound cars and publishers should be assigned to territory for each day of the period. Let the company servant, the service committee and publishers all get busy now and do their part in making the necessary preliminary arrangements for this the banner witness period of all time, a campaign that will be worthy of the title: "His Victory."

Order Now for December

Some New Publications in Stock

Send in your orders for the literature you will need for the rest of the year, including the books and booklets for "His Victory" testimony period, December 5-13. Not only will you want your stock of *Riches* replenished for the period, since *Riches* is the bound book pushed at that time, but you will need booklets as well, especially *Choosing, Universal War Near* and *Loyalty* or *Government* booklets, to offer in conjunction with *Riches*, a combination of a book and three booklets, on a contribution of thirty-five cents.

A stock of *Riches* and booklets in foreign languages will enable you to place literature with many in your territory who do not read English. Since the publication of the new Cost List, the following foreign-language literature has been put in stock, and you may now order them:

Hereafter, Choosing and *Vindication* Book One in French; *Beyond the Grave*, German; *Jehovah, What You Need* and *Cause of Death* in Hungarian; *Loyalty* and *Choosing*, Norwegian; *World Recovery* in Polish; *Choosing* in Swedish.

There will not be any literature consigned for the work of November and December; so you will need to place your orders.

The Use of Sound Equipment in the Fall

Keep All Instruments Busy

From many standpoints the most effective time for the use of sound equipment is the fall season of the year. The air is balmy, many people are out in the parks, etc., reception is much better than either in the summer or in the winter. The midday, as a rule, is warm enough for windows to be opened so that the people can easily hear in their homes; and even when it is too cool to keep the windows open all the time, the average housewife airs out the house or apartment after the children are sent to school, so that in residential sections between nine and eleven in the morning is an ideal time for sound activity, and from about eleven in the morning to about three or four in the afternoon is a splendid time for business sections, parks and places of that nature, where outdoor groups are particularly appealed to.

Get Something New Every Week

Everyone Needs It

"The light of Jehovah illuminates his prophecy, and through Christ Jesus he gives a knowledge and appreciation of that prophecy to those who are devoted to him. The facts show that God has been pleased to use the Watch Tower publications to publish and transmit the truth to and for the benefit of those who love him."—*The Watchtower*, October 15, 1936.

The above being true, there is emphasized the importance that every one of the Lord's people, including those of the Jonadab class, receive and study *The Watchtower* continually. Let all publishers take subscriptions for *The Watchtower* at every opportunity.

Likewise *The Golden Age* is of interest and importance to all. The publishers who are making it a practice to explain to interested people regarding *The Golden Age* and *The Watchtower* are taking many subscriptions, and thus aiding the people to be instructed in the truth.

This matter is again mentioned here that everyone may be reminded of the importance of subscribing for, reading carefully, and taking other subscriptions for both *The Watchtower* and *The Golden Age*.

(*Continued from page 1, column 4*)

the affair and hold open hearings thereon, in order that those guilty of the unholy conspiracy may be brought to justice; state that such actions are destructive of American liberties and a disgrace to the state of New Jersey, and that all officials supporting or condoning such proceedings are responsible before Almighty God therefor. Tell Mayor Hague that if he has any regard for public decency and the rights of Christian people he will use his influence to bring such unholy persecution to an end.

The brethren incarcerated are from many states. If one or more are from your area, write to your local congressmen and senators and protest to them over the treatment given a citizen of their state. Advise them to investigate and demand a Congressional investigation of these inhuman and pernicious tactics.

Write these letters in your own words. Make them short, concise and strong. Demand action. 'Rise and shout against her' with all your might. Write on only one side of the paper. Use a typewriter if possible. Keep a copy of your letter. Don't wait. Do it now.

This is an opportunity to assist your brethren who are behind prison bars, and to assist in giving further testimony against the enemy and for Jehovah. *DO IT NOW.*

Names and addresses of the imprisoned ones follow:

Clayton Ball, 2311 Puritan Ave., Detroit, Mich.
Josephine Ball, 2311 Puritan Ave., Detroit, Mich.
L. T. Behm, Pigeon, Mich.
Edward M. Boehmer, 16 Abbey Ave., Dayton, Ohio
Melvin F. Charters, 19182 Coventry, Detroit, Mich.
Geraldine L. Church, 1269 W. Genesee St., Syracuse, N. Y.
Earl Cook, 645 S. 27th St., Louisville, Ky.
Mabel Cook, 645 S. 27th St., Louisville, Ky.
Joseph De Lucia, 444 E. 147th St., Bronx, N. Y.
Reuben Ecker, 14611 Griggs Ave., Detroit, Mich.
Mrs. Helen Grozescu, 15 Louisiana, Detroit, Mich.
Gladys Hill, 2305 E. 95th St., Cleveland, Ohio
Ida E. Hutzelman, 1645 E. 5th St., Dayton, Ohio
Eleanor Jackson, 47 Chestnut St., Hazel Park, Mich.
Walter Jackson, 2204 E. 87th St., Cleveland, Ohio
Kathryn Keene, 2208 E. 87th St., Cleveland, Ohio
Lilly Jennings, Pool, W. Va.
Minnie Ludovici, 2420 Seymour Ave., Bronx, N. Y.
Jessie Ludovici, 2420 Seymour Ave., Bronx, N. Y.
Ernest Ludovici, 2420 Seymour Ave., Bronx, N. Y.
De Loss Ludwig, 11833 Otsego Ave., Detroit, Mich.
Magdaline McClung, 313 Leland Ave., Dayton, Ohio
Thelma McClung, Mt. Lookout, W. Va.
Preston Miller, 1269 W. Genesee St. Syracuse, N. Y.
Frieda Morgan, 1139 N. Dearborn St., Chicago, Ill.
Reed E. Morris, 1269 W. Genesee St., Syracuse, N. Y.
Roy Mort, 835 Hutchins Ave., Cincinnati, Ohio
Kiezia Nicoll, 190 Glengrove Ave. W., Toronto, Ont., Canada
Paul Payne, 2932 W. Walnut St., Louisville, Ky.
Mary Potter, 7506 Cedar Ave., Cleveland, Ohio
Walter Redmond, 2226 Woodhill Ave., Cleveland, Ohio
W. G. Shawner, Mt. Lookout, W. Va.
Roscoe Stone, 1620 N. Broad St., Philadelphia, Pa.
Harold Vandegrift, 1620 N. Broad St., Philadelphia, Pa.
Susie Vitting, 2024 Seymour Ave., Bronx, N. Y.
Ressie Wise, 46 Hallwood Ave., Dayton, Ohio
Flora Stewart, 385 E. Stewart Ave., Columbus, Ohio
Farrell Zimmerman, 893 McClain Rd., Columbus, Ohio
Ruby Chapman, 2704 Hibbert Ave., Columbus, Ohio
Paul Nelson, R.F.D. 1, Harrisburg, Pa.
Bill Maceross, 434 Glenwood Drive, Ambridge, Pa.
Mike Kenstler, Ambridge, Pa.
Helen Williams, 997 17th Ave., Columbus, Ohio
Richard Davies, 175 Tompkins St., Stapleton, Staten Island, N. Y.
Mrs. R. Davies, 175 Tompkins St., Stapleton, Staten Island, N. Y.
Oilein L. Bence, 52 Beacon Ave., New York, N. Y.
Henrietta Huth, Pleasant Plains, Staten Island, N. Y.
Pansy Miller, Grant City, Staten Island, N. Y.
Samuel A. Bentz, 662 W. King St., York, Pa.
Andre Connor, 1735 Ottawa Dr., Erie, Pa.
Elmer Smith, 138 W. 17th St., Erie, Pa.
Harry F. Cranshaw, Box 163, Kingston, Mass.
Andrew Wrotkowski, 202 N. 2d St., Harrison, N. J.
Andrea Libertore, Philadelphia, Pa.
James Dziatkewicz, Newark, N. J.
Eunice Crossman, 49 Wheeler Ave., Cortland, N. Y.
Mabel Dwyer, 1269 W. Genesee St., Syracuse, N. Y.

Testimony Cards

During "His Victory" testimony period the publishers may use the testimony cards previously supplied, presenting *Riches* and three booklets, on a contribution of thirty-five cents. For foreign-speaking people, the *Riches* testimony card may be used, and this is available in all languages in which *Riches* is published. Let the company servant order any of these testimony cards that the publishers may require, and pioneers may order any they need. Such orders for testimony cards should be included in the regular orders for books and booklets.

INFORMANT

DECEMBER, 1936 BROOKLYN, N. Y.

All Ready for "His Victory"?

Special Period Begins December 5

Cold Weather Does Not Stop Publishers

Riches and Three Booklets

Jehovah gives to those who love him a vision of his purpose to completely destroy all who defame his name, and to gain for himself complete victory and vindication at the battle of the great day of God Almighty. With the King, Christ Jesus, and sharing in the victory, are those people upon whom God has put his name. They are now engaged in the preliminary warfare in their work of proclaiming Jehovah's praises and his kingdom. In this war now on their victory is assured. In the battle of Armageddon victory is assured. Those sharing in His victory are the courageous ones, who by faith see it now.

Courage means to have implicit confidence and trust in the supreme power that backs you up. This is shown by willing and joyful obedience to the instructions of the organization of the Higher Powers, on whom you confidently rely. There will be no slacking of the hand by the courageous ones. Using the equipment the Lord has provided these now enter a period of special effort in which, by their efforts in bearing testimony, they proclaim the sure victory of the Lord: "His Victory" testimony period, December 5-13, inclusive.

As has been announced, the book *Riches* will be stressed during this period, the special combination of literature being *Riches, Choosing, Universal War Near*, and *Loyalty* or other self-covered booklet, on a contribution of 35c. There is much work to be done with *Riches*. It has been available for but a few months, and while the companies have been using it in their territory during the past summer with good results, it seems they are, as it were, just getting started. "His Victory" period offers another opportunity to concentrate on this publication. *The Watchtower* states:

"The forward movement throughout the land is progressing. The Lord has caused to be published a book entitled *Riches*, setting forth the plain truths of and concerning his kingdom and fully exposing the enemy, and particularly the modern Philistines. That book is now ready in many languages, and all over the land the faithful go forth as one man joyfully putting that message in the hands of the people, that they may see and know that Jehovah is the only true God and that his kingdom is the only hope of man."

Who Will Take Part?

How can one share in the victory of the present warfare without making use of the most effective instrument against the modern Philistines to date: *Riches?* "Who will have a part in that witness work? Jehovah's remnant, being of the bride class, will engage in this work. The Jonadabs, or great multitude, will hear and also join in the witness work, saying to the people, 'Come.' Everyone who loves God will have a part in this witness work."

When *Riches* cannot be taken, drop to the booklets. This is important, and every publisher is to make a practice of offering booklets, so that in addition to combinations including *Riches*, and *Riches* books themselves, a large number of booklets will be left with the people. If the person witnessed to cannot take the combination or *Riches*, do not leave at once without calling his attention to the three-booklet combination, or, finally, one booklet. If you do this consistently you will place a good number of booklets. We are responsible for making good use of this literature which Jehovah has put in our hands. So remember the booklets at each call.

Even in the homes where *Riches* has been placed previously, the work in connection therewith is not finished. Additional calls there will enable the publisher not only to stimulate interest in the book if it should be that some of the family have not read it yet, but to present additional literature to them, explaining the necessity of further Bible study. The phonograph used in these homes will aid in this, and in presenting the *Watchtower* and *Golden Age* magazines to them with the view of obtaining the subscriptions.

This means that in addition to *Riches* and the booklets mentioned, you will, during "His Victory", as at other times, carry a good assortment of booklets, and one or more other bound books if you can do so; also the phonograph. This latter you can introduce and use whether the people have previously procured *Riches* or not.

Back Calls During "HIS VICTORY"

During "His Victory" testimony period, make back calls (preferably on those evenings when you are not doing the regular house-to-house witnessing) on interested persons you have found during the day, or on others whose names have been previously obtained. Such names and addresses should be furnished with the territory assignment to the publishers. At all back calls take the phonograph; and if you know you will be back in the territory the following day, you can often leave it overnight with some interested, reliable persons, for them to use until you pick it up the next day for your field service.

Even those whose extreme age or feeble physical condition prevents them from carrying the new, light phonograph from house to house can participate in the phonograph work by locating interested persons in the field service for back calls to be made either by themselves or by other publishers. Of course, all publishers should be familiar with the *Riches* studies and other studies in the territory, so they may invite persons to attend, using the invitation slip for that purpose. "His Victory" testimony period presents many fine opportunities for inaugurating the winter campaign in the most efficient manner, including evenings set aside for phonograph witnessing parties.

It is His victory, the victory of Jehovah by and through Christ Jesus and his kingdom, that is the earnest desire of everyone who takes the right side in this present warfare. These are charged with the obligation and responsibility of giving a good account of the many things which have been given and entrusted to them, and must put forth an earnest effort to support the organization of Jehovah's people, even as the Israelites of old were obligated to pay their tithes for the support of the temple work. Let each one make a good showing of service during "His Victory" testimony period now at hand, December 5-13.

What to Do After "His Victory" Period

Special Offer of Booklets Seven on 25c Contribution

Get All Your Booklet Stock Out on the Counter

Devote the Remainder of December and All of January to Witnessing with Booklets

The inventory of the companies' stock shows that they have approximately 5,500,000 colored-cover booklets on hand and a fair supply of self-covered booklets. Beginning with December 14, until the end of January, every company servant and stockkeeper should see to it that a good supply of your booklet stock is put out on the counter so that the brethren can see them and take them into the field. In order to make up the special combination of seven, on 25c contribution, take two self-covered booklets, *Loyalty, Government* (or any other self-covered booklets that you have on hand), with *Choosing* and four other colored-cover booklets. This makes a total of seven. A special testimony card for seven booklets is being sent with this *Informant*, and the brethren should use it during the period stated above.

For some time now we have been offering booklets, three on 10c contribution. What we desire everyone to do during the winter months is to offer seven booklets on a contribution of 25c, or fourteen on a contribution of 50c, which many have reported is a very attractive offer. Always carry *Riches* and other bound books with you, and if you can place them, do so; but your main and first offer should be seven booklets on 25c contribution. Do not carry only seven different booklets with you, but have the complete assortment, so that you can offer fourteen. That combination of fourteen booklets should include four self-covered booklets and ten colored-cover booklets.

On your back calls with the phonograph, have a full array of booklets with you, as well as bound books. You can spread the booklets out on the table and let them have their choice of seven or more, thus giving them a good supply of reading material. Reports have been received from various sections of the country that the brethren fail to carry with them more literature than that used in the particular campaign in effect. The Lord has provided us with many publications, and everyone should always have a good assortment, so that when we meet persons who have the books we are offering, or the booklets, we can always show them something else.

It is rather easy to handle booklets in the winter months, when it is cold. You can display them well in your hand, and can carry a lot of booklets in your bag. It is much easier to display seven booklets than three bound books; so let's place booklets this winter.

We can't overstate the importance of carrying *Riches* at all times; so stockkeepers should inquire of each publisher if he has *Riches* with his assortment of booklets.

In another article in this *Informant* you will find what the brethren did in October. Please note the tremendous drop in booklet distribution. October has always been about the best month in the year, but for some reason it has taken a terrible drop this year. Every person interested in the Kingdom should now be a publisher and help to get the booklets off the shelves of the company stockroom and into the hands of the people. If all the company publishers put in a good number of hours during December and January, we should be able to dispose of most of this booklet stock. According to the figures we have on hand, all the booklet stock of the companies could be put out during this period of seven weeks if each publisher placed but 210 booklets, which would be only 30 placements per publisher. That's not many for seven weeks, is it? Some companies may not have as big a supply of booklets on hand as they need; so the company servant and the stockkeeper should check their literature immediately and order such quantities as they require. Have a full assortment of all booklets, particularly *Loyalty* and *Government*. Remember, now, and get ready for it: seven booklets on a contribution of 25c for the next seven weeks after "His Victory".

Order Your 1937 *Year Book* and Calendar NOW

Here It Is: the Same Month for Three Years!

What Happened? Why the Slowdown?

Fewer Hours— Fewer Publishers

FIELD SERVICE REPORT FOR OCTOBER

	1936 Total	1935 Total	1934 Total
Books	175,597	130,684	86,374
Booklets	769,319	1,990,900	1,670,225
Total literature	944,916	2,121,584	1,756,599
Pub'rs	23,761	24,776	24,599
Hours	489,811	597,835	545,043
Obt'rs	526,006	1,082,267	1,153,622
Sound attend'ce	767,129	1,306,205	379,233

The foregoing table tells an eloquent though unexplainable story that is anything but encouraging. There was a very definite drop in the witness work in this country for the month of October—1,177,000 pieces of literature less than for October last year. Some will undoubtedly say that that is easily accounted for in that we offered three booklets on a 10c contribution in 1935 and featured the *Riches* book in 1936.

While that is true and accounts for some of the difference in the amount of literature placed, it by no means accounts for a great many other details in this report. For illustration: It does not account for the fact that we had over one thousand fewer publishers in the field this October, or account for the fact that we put in over 108,000 fewer hours in the work during October this year. Nor does it explain why the publishers averaged 3½ hours less time in the field than last October; nor does it explain the deficit of over a half million in sound attendance this year. All these facts are really unexplainable. For some reason the brethren did not take hold of the witness work in October this year in the manner they should. October is the best month of the year, generally. It is the one month of the year when the Lord's witnesses everywhere should be storing up a reserve of time which they could draw on during the severe winter months that follow.

However, there is nothing that can be done about what has taken place in the past. Nothing can be accomplished by bemoaning the condition. The thing to do, therefore, is to face the fact that we have a very decided deficit in every branch of the work and for each and every one to accept his responsibility in overcoming that deficit and bringing the 1936-1937 activity to the fore as it had been in the past.

The figures themselves are self-explanatory. There is very little else to be said about the proposition, beyond the fact that we are faced with a big handicap and have a very definite job before us to overcome the deficit that exists.

Look at 1934 report for October and compare it with 1936! Again we find a drop. Fewer publishers! Fewer hours! What will November be? We shall soon know. December? Let's make "HIS VICTORY" month the best.

Keep on Shouting Against Her

If you have not sent in your letter of protest to Governor Hoffman, Mayor Hague or congressional representatives, do so at once. In addition, another letter should be sent to the committee of the United States Senate which is investigating the subject of infringements on civil liberties of the people. Address this letter to:

HON. ROBERT M. LA FOLLETTE, JR.
Chairman Sub-Committee of Committee on Education and Labor
Senate Office Building
Washington, D. C.

Follow the general outline for your letter as given in the November *Informant* and ask that this committee investigate thoroughly in order that the subversive influences directing the lawlessness in New Jersey and other states may be brought to light and their activities checked. Don't delay. Do it now.

Phonograph Activity

Are You Using One?

Back Calls Real Aid to Jonadabs

Those who have really taken advantage of the phonograph work find it the most thrilling and effective means of proclaiming the Kingdom message. Similar to all other features of the Lord's work, we must, of course, creep before we can walk or run. We cannot hope to be proficient and have the most effective method all at once. We must keep at it, become accustomed to introducing and using the phonograph so that we do it in a natural and an effective way; and when this is mastered it will be found that this is one of the best means of preaching the Kingdom gospel.

It is one of the best, first, because the phonograph is a provision made by the Lord to be used at this time to the glory of His name, and, secondly, because it is a practical and reasonable method of presenting the Kingdom message. It enables one to make a clear and concise presentation of the truth without interruption, which is something that can rarely be done by the witnesses if they try to do it themselves. No one should become discouraged because the use of the phonograph is a little awkward at first. The same is true of the witness work in general. When we first started out we were awkward and nervous and found it difficult. The same is true of our use of the testimony card and other features of the work that the Lord brings to our attention from time to time. If we had rebelled back there and refused to avail ourselves of the Lord's provisions, where would we be today? Not participating in the Kingdom witness work, that is sure.

Let us recognize, then, that the phonograph is the Lord's provision for His people and that the use of the phonograph is really organization instructions, which are not discretionary, but entirely mandatory, and let us apply ourselves to its use, and the Lord will bless us with success. Note how one brother has used his phonograph to advantage:

"I take this opportunity to express my appreciation for the last radio folders, with the eight questions at the top and the special service note at the bottom. Before I had these to work with it seemed almost hopeless to engage a phonograph meeting in the homes, but with the method I've been using along with these slips I find enough interest among those who will hear long enough to place a book or booklets with them, and sometimes more, especially if they don't have the radio.

"I take the slip and ask them to please read the questions at the top of the slip, and follow up by saying, 'Now if you would be interested in hearing these all-important questions answered from the Biblical standpoint, we, Jehovah's witnesses, would enjoy aiding you to an understanding of these all-important subjects by bringing to your home phonograph records explaining these questions.' Then I call their attention to the special service note at the bottom. It has proved very helpful with the ones I have been privileged to meet with. I've so much enjoyed working with the sound work, and especially the phonograph, as each subject is so short and sharp it just seems to wade right through and tread down Satan's lies and false doctrine. As I always watch the *Informant* for helps from others along the phonograph line, I felt that these radio folders with the questions on were really a blessing to me, as I've been able to open several more meetings. I take only three questions for one meeting, have my scripture and facts copied down, and have the records that most nearly explain them; as, for the first three questions I use "Rebellion" first, "Armageddon," "Sheep and Goats." It usually takes half an hour to get under way enough to get them to open up and start asking questions. Then the evening is always well spent, and I am invited back, as they always notice I have other records that I haven't played the first night. Words fail to express my joy in all the service, bending every effort to use each equipment that the Lord sends forth to use."

We are pleased to be able to tell you that we have practically caught up with all back orders for the new, 9¾-pound phonograph and from now on we are ready to fill new orders as they come in.

The cost of the phonograph with three double-faced discs (six of Brother Rutherford's recordings) is $10.00. The phonograph alone, for those who already have the records, is $8.00.

Care of Phonographs

Quite a few of the brethren have lost the set screw which holds the needle in the reproducer of their phonograph. In order to prevent this, so that we shall not have to replace them, we suggest that before you close up your phonograph after using it you turn the needle screw of the reproducer all the way in. Don't turn it too tight, but just tight enough to know it can't be turned any more. If you do this the screw will not be lost. Do not leave needles in the phonograph reproducer head when not in use.

Building Up Your Wet-Battery Portable Transcription Machine

Can You Use a Sound Car Equipment?

We are pleased to advise that the Society is in position now to rebuild the wet-battery portable transcription machine into No. 3 sound equipment. We can handle this work this winter so that any who desire to take advantage of the opportunity and have a No. 3 equipment instead of just the wet-battery portable transcription machine by next spring may make arrangements now. The additional equipment can be built up from your present wet-battery portable transcription machine. If your machine has a serial number lower than 451 it will be necessary to send your machine to the factory here and have it altered. It will be equipped with two-speed motor and microphone and be generally overhauled and put in first-class condition, and then the additional sound equipment will be placed on it to make it a No. 3 equipment. If your machine has a serial number above 451 it will not be necessary to return the machine to the factory, as all of that series have two-speed motor and microphone already attached.

The cost for building up your equipment is $90 where a microphone is required, or $80 if you have your own microphone. Write the office for full information regarding this matter and the Society's arrangement for time payments on this work. Do not send your equipment to the factory, however, until you are definitely instructed to do so by the Society's office. Present orders will require our entire output of No. 3 equipments for December and January, but during February and March, we believe, we can take care of all rebuilt jobs.

Do You Take Subscriptions?

The frequent repetition of an important matter which is part of our service to Jehovah should impress us with the necessity of giving heed thereto.

Continually our attention is called to the importance that all publishers not only subscribe for *The Watchtower* and *The Golden Age* themselves, but, in their witness work, take subscriptions for these publications whenever possible.

Not only should sample copies of *The Golden Age* and *The Watchtower* be carried for demonstrating to the interested persons, but the fine description of these two journals in the Society's catalogue may be brought to the attention of the people as an aid in pointing out to them the importance of regularly receiving these magazines in their homes.

If the person to whom you witness has the publications you present at the time, make it a point to present other books, booklets, and *The Watchtower* and *The Golden Age*. Many of the people who have some of the literature and like it do not realize that there are available more than thirty of the booklets, fifteen of the bound books, and, in addition, *The Watchtower* and *The Golden Age*. Part of our work is to acquaint them with these publications.

Lost and Found

There are still on hand a few odds and ends from the Newark convention which some of the brethren apparently have forgotten or have entirely lost track of. There are keys, gloves, dresses, and other things. If you are missing anything of this nature, please write this office, describing it, and if what we have on hand fits the description we shall be glad to forward it to you.

Order Your 1937 *Year Book* and Calendar NOW